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64 PAGES

PASSING OF B'WAY AND 42D

London Thinks Depression Is Over; B'way Also Optimistic, Paris Glum

London, April 16. Despite summer being in the offing, several shows are being lined up for the West-End. Feeling is that the world depression is on the wane and there will be plenty of visitors in London. With this in mind, managements are launching several big attractions.

Peter Hadden, Limited, latest producing company, having launched the P. G. Wodehouse revival, 'Good Morning Bill,' at Daly's, and finding it successful, has leased the Saville, where it intends to inaugurate a Wodehouse policy. 'Bill' is being transferred there, also the author's new works to be staged in future; also some of his books will be musicalized and produced at the Saville. Similar policy with Wodehouse plays was tried some years ago by Tom Miller and Basil Foster.

'Dark Horizon,' new play by Leslie Storm and Edgar Jepson, replaces at Daly's.

'Why Not To-night?' Tomson Brothers' musical, now touring, finally goes to the Palace, after being pencilled in first at the Savoy and then at the Gaiety. Tomsons have asked the Palace management to allow the show to stay out of town for a couple more weeks, de-

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Local Boys and Girls May Make Good, but Minne. Gives 'Em Ice

Minneapolis, April 16. Publicity departments here no longer stress the presence of any Minneapolis in picture or stage show attraction because apparently that's a box office detriment. Results show that localities apparently are 'off' of their own home towners as entertainers on screen or in flesh-and-blood.

Hitherto such presence had been layed up, but it was found that not only it didn't bring in the customers, but, strange as it may seem, seemingly kept some away.

A number of Minneapolitans, boys and girls, have made good on screen, but they're no magnets for local showhouses.

PERSEVERANCE WINS

Zanesville, O., April 16. What the local labor sheet describes as 'the longest parade in history' was ended last week when the Zanesville Theatres, Inc., capitulated to the union locals.

The four theatres owned by the company were picketed continuously from May, 1929, to April 3, of this year, a nearly five-year stretch. Union projectionists are in the booths and union deckchairs and musicians will be called for road shows.

BEV HILL BACHELORS

Take Advantage of Swanky Spots for Homestead

Hollywood, April 16. Those empty Beverly Hills mansions are becoming home addresses for groups of Hollywood bachelors. Houses are tough to rent to families these days, because of the high rent, number of servants required to keep them up, and the general all around flash that must go with such establishments.

Groups of four or more men get together and rent one of the mansions. They have all the class of a fashionable address, imported bric-a-brac and mountain view, and it only costs them around \$50 per month each.

SHAKESPEARE AS TAB AUTHOR

Chicago, April 16. No more soliloquies for Hamlet. Instead of going through the entire 'to be or not to be' recitation, he will just say 'aw nuts' and go into his dance. Anthony will have to cut out that 'Friends, Romans, countrymen' harangue and get something snappy. Because Shakespeare is going tabloid. That's the scheme on foot for the legit concession at the English Village in the World's Fair this summer.

Angle is to produce the original Globe theatre of old London town and do Shakespeare for the mugs from Grand Rapids. In order to get turnover at the box office Shakespearean plays will be sliced down to 40 minutes' running time. Should do 12 shows a day, at that rate.

Is under the direction of B. Eden Payne, professor at Carnegie Tech's drama school, and institution's Bard Specialist.

Ford's Edison Film

Detroit, April 16. Henry Ford has made a 12-reel subject, 'Life of Thomas A. Edison.' No disposition has been made, with only showings to date being the private ones for Ford himself.

It was made by the Metropolitan Motion Picture Co. and is a series of shots of various Edisonans with audible comment by Francis Jehl, who worked with Edison.

Offers have been made to give the film general distribution, but no decision as to whether or how. Film is owned by Ford.

FAMOUS X-ROADS 100% HONKY TONK

Ends 33-Year Reign as World's Show Center—Legit Doesn't Live There Any More

UPTOWN TREND

Passing of Broadway and 42d street, New York, as the world's most famous thoroughfare, is now practically complete. The street is shortly due to go 100% honky tonk, thus ending its third-of-a-century reign as the undisputed amusement center of America, and perhaps the world.

Amidst the recent natural drift of show business in an uptown direction, up Times Square and its side streets as far north as 53d, the peep show boys, Army and Navy store merchants, sidewalk pitchmen and proprietors of hot dog 'palaces' have quietly slipped in where once the theatre in its heyday reigned supreme.

Now that they're in, the hot dog and flea circus seats aren't so quiet about it. Their companion in ringing 42d street's death knell is burlesque, which is a form of show business, but not the kind of show business 42d street has boasted through nearly two generations.

The famous high, connecting Seventh and Eighth avenues, whose

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AUDIENCE RIOTING GETS CAST PAID

Paris, April 8. Some gentle rioting by the audience won a promise of 8 weeks' back pay for the cast of 'Ah, Vrai Alors' (translated 'Duck Soup,' 'Banana Oil' or something similarly slangy). Burlesque show now being played in the Folies Bergere music hall of Havre, French port.

In the middle of the show the chorus stopped doing its stuff and the best little looker in the mob stepped up and announced that the show was over unless a pay check came through pronto.

Thousand regrets, messieurs et mesdames, she said, but we've been going 8 weeks without seeing a sou, and we're getting hungry!

Audience started yelling 'Shame' and a group from the orchestra made for the backstage door. They routed out a scared manager, who said he had no money at the moment but would sign a note. After dickering, the audience agreed to return to their seats and the cast accepted the manager's promise, show then going on.

Before the performance closed a collection was taken up for cast and chorus, so that eating could begin immediately.

Mex. Crooners Quit Basking Under Texas Moon; Ask \$10 for Recordings

THEDA BARA'S COMEBACK

Ex-Champ Vamp in Little Theatre Troupe

Beverly Hills, April 16. With a spot on the commercial stage in view, Theda Bara is having a try at a little theatre production of 'Bella Donna.' It opens May 21 at the Little Theatre of Beverly Hills.

Miss Bara (Mrs. Charles Brabin) did a little theatre bit three years ago, her last acting spot. Lowell Sherman will direct 'Bella Donna' if picture engagements permit.

'Caprice,' Theatre Guild play, opens May 7 with Virginia Valli, at the same theatre.

U.S.A. WORLD'S MUSIC CENTER?

Paris, April 16. America is now the undisputed musical center of the world, and the radio is chiefly responsible for this development, says Vladimir Golschmann, conductor of the St. Louis Symphony orchestra, who recently arrived here on vacation.

Use of fine symphony orchestras with famous leaders and soloists in radio advertising is how this has been done, says Golschmann. Also praised practice of American school teachers of familiarizing children with music on the program of a children's concert before it is broadcast.

Vaude for Votes

Kenton, O., Vaude will be used here for good-will purposes in a political campaign—instead of the usual 5c cigars.

C. E. Wharton will take a variety troupe through stage shows in small towns when he starts to campaign the eighth congressional district for the Democratic nomination to Congress.

Tour will begin during the August primary race.

But No Roadshow

Windsor, Vt., April 16. State Prison has found it necessary to repeat its minstrel show. Performance, originally given for three days, broke all attendance records this year, and on each night more than 150 persons were turned away. Show will be presented at some date later in the month.

This year's show, the 18th annual, contained a cast of 36 inmates.

San Antonio, April 14. Recording companies hitting into town to pick up Mexican and Spanish talent for foreign language discs are waiting over the huge jump in talent cost in the past two months. Can't figure the increase to the exact percentage, because they can't count that high.

Present rate for Mex talent has been established at \$10 per selection, or side, which means about \$20 per platter. This is terrific when compared with previous prices for the open-range crooners. Before the first of the year the recorder would head for Haymarket, where he could pick up performers who would record all week for a fin, or even a chocolate milk shake.

Now, however, the talent has been wised up by the local dealers who serve as contacts for the recorders. Result has been a sort of a 'union' among the Mexican singers and the resultant \$10 scale for recordings.

This high price fixing has wiped out the former free-for-all glee clubs in Haymarket. The crooners previously used to gather in the Square evenings to wangle guitars and yodel Mex love songs for the pennies the onlookers would care to toss them.

But with real coin now in the offing the talent has deserted the Square. They have all become artists and plenty temperamental.

Leisen Faints When Irate Chorines Fite To Cop His Panties

Hollywood, April 16. All is peace at Paramount following the attack by 66 girls on Mitchell Leisen to remove his trousers, although for a couple of days it looked as if there would be a court sequel.

Girls descended on Director Leisen bent on taking off his pants, following the completion of filming of 'Murder at the Vanties.' Chorines had previously remonstrated at removing so many clothes for one of those Earl Carroll scenes and went after the megger, avowed to show him 'what clothes-removing really meant.'

Directress fished his mits back and forth and struck several girls in the face before they finally floored him, but Leisen had fainted dead away.

Later, it is reported, he struck several girls when they tried to apologize. Two of the girls, Jeanette Dixon and Katherine Hankin, were particularly bruised.

Injured girls and the director were summoned to the office of Henry Herzbun, studio attorney, and the thing was patched up. It cost Leisen a bouquet of flowers for each of the 66 females involved.

NETWORK EXEC'S SALARIES

Radio Legislation Unlikely

Washington, April 16. With the outlook for enactment of the Roosevelt communications bill this session apparently encouraging, there is practically no chance that Congress will approve radio legislation of any importance before adjourning. A number of measures are pending before committees in both House and Senate, but all appear certain to die with adjournment.

Revised to meet certain outstanding objections but still containing the features most unsatisfactory to broadcasters, the Dill communications bill remains a center of controversy despite word that President Roosevelt desires to have it become a law this session. Similar Rayburn bill, differing in many details but embodying the same major provisions, was strongly endorsed last week by Chairman Eugene O. Sykes of the Radio Commission.

Passage of the Rayburn measure through the House is distinctly possible, but the legislative jam in the Senate undoubtedly will prevent final action in such event. There is little chance that the Dill bill will come up for serious debate.

Half a dozen minor measures have been informally okayed by the House Merchant Marine and Radio committee but their prospects; of becoming law likewise are slight. At the best, their sponsors hope only for House acceptance of the measures.

Senate Clogged. Legislative situation in the Senate precludes passage of any controversial legislation not specifically requested by President Roosevelt, while the desire to bring about early adjournment probably will result in some Administration proposals being abandoned. With the end of the present session, all unfinished legislation expires and will have to be reintroduced and given new hearings in the next Congress.

Male Articles Appeal Advertised But Little on Ether Network

Networks have yet to make substantial headway with that phase of the manufacturing and distributing business whose products appeal directly and exclusively to the male consumer. Of accounts coming within this narrow classification CBS this season has only had two, White Owl cigar and Barbasol, while NBC's current representation in this category are Molle, Gillette and the Edgeworth and Dill's brands of tobacco.

Major impediment in cracking this class of prospect, say the webs, has been their inability to cite much in the way of past experience. Distributors of merchandise of strictly male appeal invariably move to know when approached by network salesmen what accounts of like nature have in recent years used radio and with what success. Since that type of business has constituted a negligible percentage of the total income, the webs have been hard put for examples and when it comes to mentioning outstanding successes the count stops at one, and that one is a client that hasn't been on the air in over four years, namely, Interwoven Hosiery. Network reps even hesitate to quote this case for fear of a rejoinder to the effect that merchandising statistics have shown that the majority of wives do the sock buying for their husbands.

In 26 Wks. Boyer Acc't Hops from Single WFAA Show to Basic NBC Web

Chicago, April 16. Starting 26 weeks ago on a one-station plug on WFAA in Dallas, the Boyer cosmetic account shortly moves to a basic NBC hook-up. Show was known as the Boyer Society Tattler and ran for 13 weeks on WFAA, success prompting the account to add the Texas network of WOAI, KPCC and WFAA. Show will originate in Chicago and hit the air on Sunday afternoons.

JOHN ROYAL IN FRISCO

San Francisco, April 16. John Royal, NEC vice-pres who was due to arrive last week-end but didn't, is now scheduled for today (16). He'll spend several days here with Don E. Gilman, Western v. p., before the pair head for Los Angeles to look over that situation.

Expo May Bring Ether Shows to Chicago Airway From N. Y. Radio City

Chicago, April 16. Chicago network offices, particularly NBC, are anxiously awaiting the return of the World's Fair hubbalo, figuring it as a lifesaver as far as showmanship prestige is concerned. Expect the importance of the exposition to bring back to Chicago those sponsors who deserted the loop for New York, particularly in the case of NBC, those who wanted to be located in Rockefeller Center. Those clients were all hot and eager to have their programs announced as originating in Radio City.

With the Radio City thing, however, already wearing off, the Chicago execs figure that the World's Fair is the final shot to not only bring back such deserters as Armour, Plough, Welch, but also bring new imports to Chicago, particularly those firms which will have exhibits and shows at the Fair. This takes in such outfits as Standard Brands, Ford, Standard Oil. Not only will the shift be caused by the exploitation value of the Fair but by the move of star attractions to the loop. Demonstrated in the certain return of the Plough Musical Cruiser show to Chicago due to the return of the Vincent Lopez orchestra.

Shepard Denies Rumor

John Shepard, 3rd, denies he will resign the presidency of Shepard Stores. Report has been around that he would step aside on the mercantile end in favor of his brother in order to devote himself exclusively to broadcasting. In addition to his Yankee network and local stations, Shepard is much occupied lately with membership on radio code authority committees.

G-B-S ADD WOW

Chicago, April 16. Grieg-Blair & Spight, exclusive rep outfit, has added WOW, Omaha, to its station list. Brings the representative line-up to 19 stations.

WM. S. PALEY'S YEARLY \$275,000

CBS President at 34 Is Comparable to Irving Thalberg, Same Age, of Films as Outstanding Youthful Money-Maker—Salary Exclusive of Dividends from Stock Holdings

NBC PAY LOWER

With the stockholders estimating that profits of at least \$5,000,000 will be garnered this year from the sale of network facilities and the operations of the CBS Artists Bureau and CBS-owned stations, William S. Paley stands to take in as president of Columbia around \$275,000 for 1934. This coin is exclusive of what he will collect in dividends as or of the web's major stockholders. Paley's status as a money center from the angle of youth has its parallel in pictures. He, like Irving Thalberg of Metro, is only 34 years old.

Paley's salary arrangement with the CBS board of directors was revealed in the executive payrolls for both that network and NBC released by the Federal Trade Commission. Paley's contract calls for a guarantee of \$40,000 a year plus 2 1/2% of the profits up to \$600,000 and 5% of the network's earnings above \$600,000.

What the other CBS officers were down for in 1932, during which the 10% and 5% cuts, since returned, prevailed, was disclosed by the FTC to have been as follows: Edward Klauber, executive v.p., \$30,913.52; Lawrence W. Lowman, v.p. in charge of operations, \$17,269.42; Hugh Kendall Boice, v.p. in charge of sales, \$30,639.18; Sam Pickard, v.p. in charge of station relations, \$13,360.87; and Merford R. Runyon, treasurer, \$6,744.50. I. D. Levy, also a v.p., was noted as serving without compensation.

NBC Wages

NBC's list of officer salaries for 1933 as filed with the FTC follows: M. H. Aylesworth, president, \$47,500; Richard C. Patterson, Jr., executive v.p., \$22,500; John Royal, v.p. on programs, \$22,800; Frank E. Mason, v.p. on press relations, \$19,000; George Engels, v.p. in charge of the NBC Artists Series, \$19,000; A. L. Ashby, v.p. and general counsel, \$17,100; Niles Trammel, v.p. in charge of the Chicago division, \$14,250; Frank M. Russell, v.p. in charge of the Washington branch, \$14,250; Don Glimar, v.p. in charge of the Pacific division, \$11,400; Roy C. Witmer, v.p. in charge of eastern sales, \$9,500; and Mark Woods, treasurer and asst. to executive v.p., \$7,125. In the case of NBC there were two 10% salary reductions in effect at the time. Since he had just come in on one affected Patterson.

George McClelland's annual stipend with NBC when he quit as v.p. was \$22,600, according to the FTC release. This figure made him highest man on the NBC payroll next to Aylesworth.

Irving Thalberg at one time earned \$700,000 annually from Metro-Goldwyn-Mayer, reaching that income while still in his twenties. Louis B. Mayer of the same corporation but an older man earned around \$800,000 salary annually.

Paley may or may not be the richest individual in broadcasting but it seems probable his income from salary and bonuses is unquestionably the largest. Millionaires connected with radio include John Shepard, 3rd; Powell-Crosley-Leon and I. D. Levy, Robert McCormick, L. B. Wilson, Don Lee, William R. Hearst.

Niles Trammel and Fred Weber back from Dallas on a meeting with WFAA over the new contract.

Refined Ice Men, Nattily Garbed, Will Fight Mechanical Freezers

CBS Beats NBC Red

For the fourth successive month, CBS in March, topped NBC's income from the red (WFAA) loop. Breakup of the NBC March figures gave the red \$1,332,482 and the blue (WJZ) \$1,035,521. CBS for March grossed \$1,524,904.

POLICE CHIEF SUES FOR LIBEL

Kansas City, April 16.

Suit for \$250,000 damages was filed here yesterday by ex-Senator James A. Reed, attorney for chief of police Robert J. Coffey, against the Midland Broadcasting Company, Remington-Rand, Inc. and the Columbia Broadcasting Company as result of the presentation of 'March of Time' the night of April 6.

Another suit for libel will probably be filed against the magazine 'Time' for an alleged libel published in the magazine from the contents of which the dramatic presentation is claimed to have been taken.

Suit filed Monday asks \$100,000 actual and \$150,000 punitive damages. The petition contains only one count, and is based on the statement that the 'acting chief of police is an e-convict.' But two alternative causes of action are set forth, one for libel and the other for slander. This was done because the technical status of suits filed as a result of radio broadcasts has not been dealt with extensively in court decisions. The way is left open for the court to determine whether allegedly untrue and malicious statements over the radio are to be treated as libelous or slanderous within the meaning of the law.

OFFERS 50% PRICE BOOST ON WLS SHOW

Chicago, April 16.

Though Alka-Seltzer has a long time hold on the WLS Barn Dance show over NBC, the click of that product with the program has produced a long waiting list of clients waiting to take over the sponsorship of the hill-billy show the moment the Alka-Seltzer group wants to lay off.

Harry O'Neil here for the United Remedies Company has a standing offer for the show of exactly 50% more than Dr. Miles laboratory is paying at present.

Nelson, Ex-WIBO, Mgr. For NBC Denver KOA

Denver, April 16.

A. E. Nelson comes in as manager of KOA, the NBC station here. Nelson formerly had WIBO in Chicago, the station which the Federal Radio Commission summarily abolished by giving its wavelength to another, WIND, Gary-Chicago.

Caldwell to Chi R&B

Chicago, April 16.

Nate Caldwell joins the Ruthrauff & Ryan agency here in charge of the radio department. He moves over from the Hays McFarland agency where he served in the same capacity.

Ice dealers of America are going on the air to sell the housewives on the advantage of natural ice as a preserver of food flavors over the frigidaire. As part of the comeback campaign the icemen involved go in for new and gaily decorated trucks; good-looking delivery men and matty uniforms with Sam Browne belts and so forth.

Directing the movement is Eastern States Ice Association, wholesaler's organization, with home offices in Philadelphia. Organization claimed to have already enlisted the radio support of 19 ice dealers located in various parts of the country. These dealers have pledged themselves to appropriate enough funds to back a 13-week air campaign in their respective localities.

Guy L. Andre, secretary and manager of the ESIA, has arranged with WCAU, Philadelphia, for the recording of a musical series. These will be sold to the ice dealers at \$10 a program or \$150 for the series. Each dealer will do his own contracting for time with the station he selects in his particular community. Andre estimates that he will have at least 75 dealers lined up for the drive before the advent of summer.

NBC RESTORES 2/3 OFF RATE

With the new rate card which goes into effect April 23 NBC reinstates the one-third charge. This arrangement makes available to advertisers the stretch between midnight and 8 a.m. at a third the gross rate, or the hours between 6 and 11 p.m. NBC abandoned the one-third level in November, 1932.

Added on the new rate card are Louisville, Ky., and Charlotte, N. C. Basic rate for each town is \$190 for the hour, \$120, half hour, and \$74 per quarter hour.

Gov. Pinchot Cut Off By KDKA but Matter Amicably Adjusted

Pittsburgh, April 16.

Threatened radio tempest stirred up here last week when Governor Pinchot's speech was cut off by KDKA has disappeared and everybody happy. For a time there were reports of complaint to Federal Radio Commission, but Pinchot said he had no intention of filing any protest.

Pinchot, who is running for U. S. Senate, was scheduled for simultaneous address over KDKA and WIP, Philadelphia, relayed to both stations by wire from Harrisburg. Although WIP carried the speech, KDKA didn't, officials claiming that it was canceled owing poor transmission.

A. T. & T. executives here said that as far as they knew the transmission was all right at time of the speech, although they said there had been some trouble with the testing prior to time set for address. Pinchot and his representatives here said they felt KDKA was merely protecting its own interests in canceling the speech when reception was poor and definitely stated they had no intention of filing a protest, although rumors in other circles said there might be one.

In order to show its good faith, station told Governor Pinchot it would carry his speech the following night, which it did.

Station XEW, Mexico City, which calls itself 'The Voice of Latin America,' has installed a 50,000-watt RCA-Victor plant.

Inside Stuff—Radio

George M. Cohan's recent crack on the radio that many of his other fans want to know what he used to do before he went on the air, brings home to showmen, who have been discussing this phase intensively, that it's not at all surprising. One recalled that 10 years ago he raved about Al Jolson and what a wow he was at the Winter Garden, to which the father of this then young theatrical man observed, "What are you raving about Jolson? If you want my idea of great comedians we had 'em in my time—Weber and Fields, McIntyre and Heath, Ada Rohan and others."

Thus these old-time minstrel, burlesque and variety players are as outmoded as some of the famous stage names are to the younger radio fans today.

Another roadway still put on the rave about Cohan, Cantor and Jessel as performers, whereupon his 12-year-old son broke in with his observation that Joe Penner is his idea of a great comedian.

The other fans know no traditions and fear no idols. That it's a brand new generation of theatre-goers is evidenced by the experience of the advertising agency which first sponsored Jolson. It was besieged by letters wanting to know who was this guy who was giving imitations of Harry Richman and George Price. (Those in the trade of course know that it was Jolson who picked Richman as his idea of somebody best suited to succeed himself as a song delineator and it was Jolson who personally tutored Richman his every manner of song salesmanship, delivery and lyric interpretation.)

As suggested, Tradeways, Inc., the efficiency organization which has been investigating the network's operations the past year, the NBC time salesmen have been put on a commission plus salary basis. Tradeways advised introducing the commission idea on the ground that it would serve as an added stimulus to the men in the sales department. Commissions will range from 4% to 14% on the net business, with the clip depending on whether it's a new account, a renewal, etc. Network's account has been split up among the sales staff that the men will be able to start appreciably from scratch.

Understood that Tradeways in its report on the NBC Artists Service and program department will lay stress on the need of a reorganization and a better co-ordination of the network's facilities for producing and submitting program ideas for prospective commercials. The Tradeways finding will suggest that the development of production ideas and their sale to prospects has become as equally important as the selling of network time. The creative end of the former function, the survey will point out, has been badly cramped through the delegation of this job to a single person in the program department. Report will also make note of better ways of effecting operation of this score between the sales, talent and program departments.

Both Al Jolson and Eddie Cantor finished their season's broadcasts and tied Hollywood's the following day. Jolson concluded on Kraft Thursday and departed for the Coast and Ruby Keeler (Mrs. Jolson) the next day (13).

Cantor finished on Chase & Sanborn Sunday and left Monday (16) to start on his next Goldwyn-UA picture. Fred Kohlmar, who's been talent-scouting for Goldwyn, specifically for the Cantor pic, the past few weeks, accompanied Cantor, as did the two oldest Cantor daughters, Marjorie and Natalie, and Jack Robbins, Metro's music publisher, who was invited by Goldwyn to come west and assist in selecting the song material. Robbins may spot Walter Donaldson on the Cantor film, although Charlie Tobias and Murray Menckner already have gone out to do some song material for the film.

Boston's municipal difficulties were aired over Yankee network channels during the week of April 2, with alternate broadcasts by former Mayor James M. Curley and Mayor Frederick W. Mansfield.

Former mayor severely criticized the actions of his successor, Mayor Mansfield, replied in a half-hour studio broadcast over WNAC two days later in which he defended his actions and accused his predecessor of actions while in office that were detrimental to Boston's financial state. Curley came back with an attack on Mansfield in a similar half-hour broadcast from WNAC Saturday in justification of his administration.

Mayor Mansfield's economy program resulting in the discharge of city employees, many of them appointed by Curley, was the issue.

Mopping up for WB in no uncertain terms in the Pittsburgh territory are those old Joe Penner shorts which Warners is reissuing. Almost everywhere they're being billed above the feature. That's true this week at the Warner, Pitt, where feature flicker is 'As the Earth Turns'. Few days ago Warner shot one of them into a small theater in nearby New Kensington, Pa., for a single day. Picture was 'Big Shakedown', poor grosser everywhere. When figures came into main office execs asked for a recount—couldn't believe their eyes. House had done in one day what it usually averages in four, the credit going to the Penner two-reeler.

Columbia reportedly does not like the policy of Wallace Butterworth on 'Symp of Fies' program. This CBS commercial stanza presents the situation of Butterworth presenting and building up NBC radio celebs over the rival web. However, there seems little CBS can do about the matter since the advertiser wants it that way.

Nellie Revell over NBC and Bob Taplinger over CBS have been presenting NBC performers to NBC listeners and CBS performers to CBS fans respectively on a sustaining basis.

Among the radio accounts which Donahue & Coe now direct are the Venida Programs on CBS and NBC as well as the E-Zee Freez Radio programs over local stations. Firm also is working on a Fall radio program for Santro Baby Products. Donahue & Coe is well known in show biz circles as this firm handles the ad accounts of both Loew's and United Artists. Among the new officials in D & C is Raymond Specter, former Gumbiner Advertising executive, who has directed and created a number of broadcasts. He is a vice-president of Donahue & Coe.

Claude Sweeten, KFRS, San Francisco musical director, found a new use for his violin bow the other night while directing Jeffrey Gill's song program on the Don Lee chain. While Gill was in the middle of a tune Sweeten's dog, resting peacefully in a studio corner, sped Ed Fitzgerald's pooch rounding a corner and let out a yelp probably heard from Agua Caliente to Vancouver.

Nonchalantly Sweeten reached over, conked the barking pup soundly on the head and went on adding without missing a note.

Eddie Cantor's Greek dialectician stogee on his air program is Harry Einstein, a Boston business man, whom Cantor developed. He was dubbed Park Yokarkos (Park Your Carcass), David Freedman, one of Cantor's scripters, has given Park Yokarkos a first name, Heerzechair. Cantor is going into the personal management biz occasionally. He is sponsoring Block and Sully, George Price and Einstein for radio commercials; also Frances Arms. Cantor had all of them with him on his farewell Chase & Sanborn broadcast Sunday (16).

WCAU, Philadelphia, got censorship conscious with a dog food show. Squawked at a recorded 15-minute episode on how to house-break a puppy. Claimed that the Red Heart dog food episode was not in good taste.

Artistic Banker

Execs of a firm manufacturing juvenile shoes were on the verge of signing contracts for a kid script series, which they regarded as a natural for the product, when the banker on the board interposed an objection. He vouchsafed the opinion that a class musical program would make a better fit for the product, adding that he knew a coming young soprano who would give the show the very elat that it needed. Execs were quick to sense the 'girl friend' connection and passed the info along to the agency on the account.

Agency dropped the idea of a script show and immediately engaged itself in putting together a musical affair, but without including the girl proposed by the banker. Program when auditioned elicited so smoothly that the banker couldn't press the issue without making the cause of interest too obvious. Show as auditioned got the okay.

Nebraska-Iowa Broadcasters In Trade Pact

Lincoln, April 16.

Representatives of 10 other links in Nebraska and Iowa were called together here last week (11) by Dee Dirks, vice president and general manager of the Union Holding Co., radio interests, to organize the Missouri Valley Broadcasters' association. Need has been felt for some time that all stations in this territory, whose interests are about the same and listeners, too, should organize to meet the problems which confront them.

Dee Dirks, Lincoln, KFAB-KFOR, was named president; Johnny Gillen, Omaha, WOW, vice president; Arthur C. Thomas, Norfolk, WJAG, secretary-treasurer; Dick Dearmont, Shenandoah, Ia., KPNF, and Harry Johnson, Clay Center, KMMJ, are listed on the board of directors.

A constitution and by-laws were drawn and a program of activities established. Decision was made to meet regularly the second Wednesday of every month, and with one or two exceptions per year to get together always in Lincoln.

Missouri Valley organization intends to tie in strongly with the NAB and wants to do the same thing locally the larger group accomplishes regionally. Present stations affiliated are KFAB and KFOR, Lincoln; KOIL, WAAW and WOW, Omaha; KPNF, Shenandoah, Ia.; KMMJ, Clay Center; WJAG, Norfolk; KGBZ, York, and KGKY, Scottsbluff. Dee Dirks estimated there were about 25 stations eligible for membership.

Alka-Seltzer Sponsors Indie News Over KSTP

Chicago, April 16.

First client has been found for the new Consolidated News Radio Press Bureau, which is the service owned by Stan Hubbard, Earl Anthony, Guy Earle, Alka-Seltzer, through the local Wade agency has signed to go on Hubbard's KSTP transmitter in St. Paul six times weekly for 10 minutes a crack.

Deal set by Ray Linton out of the local Greig-Blair-Spight station representative office.

Sherman Air Sales Mgr.

Chicago, April 16.

Herb Sherman has been appointed sales manager of WJJD, the Ralph Atlass station. Sherman comes to this indie station from WBBM, where he was top local salesman.

Rubini's Break

Hollywood, April 16.

Harry Jackson's orchestra has been replaced as the background for the NBC 'Hollywood on Parade' by Jan Rubini's combination. Rubini Initials April 30.

Air Line News

By Nellie Revell

Executive committee of the Group Broadcasters, headed by A. A. Cormier, general manager of WOR, was in session two days last week, putting heads together on the question of a mutually co-operative method for rendering improved electrical transcription services to advertisers and agencies. What is eventually hoped for by the executive committee is a method covering the entire field in three phases—the production of transcriptions, sales for spot use and sales for group use. In addition the group wants to clear up the independent field in the sense of ending irregular rates and discounts, clearing the e.t. field of all chaos. So at the meeting were John Shepard, 3rd, of WNAC; Arthur Church, KMBC; Harry Howlett, WHK; I. R. Lounsberry, WGR.

Quoting Performers

Columbia press department will inaugurate a new series of press releases. This will be titled 'Quotes of the Week', and will contain paraphrased direct quotations from artists who have something to say. Approximately eight different artists' quotes will be sent out each week. No 'ghosting' will be allowed, the words must come direct from the stars. (Oh yeah?)

ing the Program

A general meeting to discuss its radio show is held every Thursday by the Plough Co. In addition to the company's salesmen and advertising agency reps, Vincent Lopez, Jimmy Saphier, and the Three Scamps attend. The whole thing is talked over, the preceding program on NBC the night before, as well as the one coming up. Sponsor is expected to be on the air again in the fall with the same program.

NBC Sustainers Multiply

NBC is adding to its list of sustaining drama shows, three starting, 'Tales of Titans', historical drama, has gone back on the air again, while a new series adapted from 'Alice in Orchestra', by Ernest La Prade, of the NBC press department, just began last Friday. Another series, 'Stories of History'.

Shots

CBS is carrying a play by play description of the opening game in the National League between the Phillies and the Giants today, but no announcement for publicity was made by agreement with the baseball management. Phil Thorne is subbing for Lewis Reid, as WOR program director, while Reid vacations. Ralph Kirby, NBC's 'Dream Singer', is leaving the networks temporarily for a commercial series in Cleveland. Henry Burbig has contracted to 13 shorts of his 'Hysterical Tales of Unnatural History'. Bill White, goes on NBC sustaining April 20. Lillian Roth's mother was operated on last week. Harry Salter got a 26-week contract from Hudson-Exxon following his first program. Larry Murphy, formerly with the Round the Towners quartet, has joined Arthur Warren's orchestra on WNEW as vocalist. 'Roses and Drums' will leave the airwaves on June 3, for the summer. Thomas Meighan auditioned for an NBC commercial from Hollywood. Bechnut has renewed Red Davis for the fall. Connie Gates goes off the Mark Warnow show and Evelyn MacGregor takes her place. Arthur Boran starts as master of ceremonies at the Cocoanut Grove April 20. Maxwell House Coffee is using its Showboat cast in billboard ads nationally. Slim Trimble goes commercial for Horton's Ice Cream on WOR April 20. Andy Sipela is back in radio. Howard White's place in the Landi Trio and White was filled in by Molly Klingler last week. White being ill. Venida has changed agencies, going from Gumbinner to Donahue and Co. Account goes off the air May 6.

Just Talk

Jesse Jones, owner and publisher of the Houston (Texas) Chronicle and chairman of the board of the RFC, has purchased station KTRI, the CBS outlet in Houston. Ethel Shutta's sponsor is paying for two hands on the weekly NBC show. Bobby Dolan's crew is with Walter O'Keefe in New York and eight of George Olsen men are with Miss Shutta while she broadcasts from the road. Don Bestor auditioned for a girl singer, last week at NBC. Dave Casen, of WOR, has gone in for speechifying, speaking on anything connected with radio for the benefit of Kiwanis, Rotary, and the like. Earl Bethman, singer with Seth Pappas, while the latter was commercial, has returned to New York, plus a beard grown while touring. Before radio he was known as Baron Charles Darington von Bethman. Ken Lyons has left George Lotman and is in the press agenting business for himself. Frank Novak and Zora Layman have two commercial auditions set through Rockwell O'Keefe. Novak has an eight-piece band, capable of doubling into four other combinations, 7 strings, 6 woodwinds and 2 marimbas. Leith Stevens and Betty Barthell are both getting CBS commercials. Jack and Loretta Clemens sail for London in June at the end of their commercial series for a summer's engagement at the Kit Kat Club. Isham Jones and his orchestra open in Atlantic City at the Ritz-Carlton Gardens on June 22. Blubber Bergman, Harold Stern and Betty Queen move from WOR to NBC with their Van Heusen collar commercial. Edith Murray gets a new program on CBS May 1.

Gossip

Morton Downey is getting \$3,500 weekly for his two-week engagement at the Paradise Club. Downey did his first radio broadcast for NTG who has the show at the Paradise now. Club is getting a Columbia line. Nicolaia returns to the air on NBC May 3 and will be known as the Royal Gypsy of Song. Jack Lyons auditioned for NBC. He's a baritone. Fran Frey, formerly with George Olsen, and Nan Blakstone, are organizing a band unit. Vocordians, novelty quartet, join WOR's sustaining staff. Irene Taylor flew to Dallas last Thursday night, calling a week at Proctor in Newark, to be with her mother, who is seriously ill. Doug Connah shifted from the news to copy desk in the CBS press department. Peter Van Steeden and Kathleen Wells have been given a third sustaining spot on NBC Wednesdays. Ybry program ended last night on WOR. Account has moved over to Badger, Browning and Hersey. Dorothy Campbell, NBC hostess away two months for her health, has returned to the job. Eddie Garg celebrated his birthday Sunday, April 15, and A. A. Cormier, WOR, Saturday, April 14. Kate Smith may play on the west coast after all, a higher offer coming from the Pacific Coast theatres after the songstress' business in Texas. If the deal is consummated, she will open the first week in May. Emil Boreo and George Beatty auditioned for the Rudy Vallee program. Irving Rubine, p.a., is now with Jay Faggen. Gordon Baking Co. has renewed its WOR Wild West Show.

Stand By

Elder Michaux will appear in a talker to be produced in Washington, D. C. based on his 'Happy Arm I' theme. Deal is also under way to bribe him to New York, with his congregation, for an appearance. Morton Goldman is now in the WOR program department. 'Our Times' dramatized from Mark Sullivan's book is being submitted to a new auto account. Will Osborne has been renewed for 26 weeks. J. G. Gude, Columbia press head, went to Chicago for the opening of the new Schlitz series.

TRUE PUBLICITY

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

OUTSTANDING STUNTS:

BURLESQUE STATION
WKBC, Birmingham

'BOBBY BENSON' TIE-UP
HECKER CO.—CBS

Station IOU

WKBC has developed a cunning alternative for the usual phonograph program. This is a stunt show running 15 minutes under the title "Station IOU." It's a mythical transmitter located in the mythical hamlet of Clairanopolis. Population of the burg is 302 and the station is supposed to have five watts. Justice of the Peace, a comic character, presides. He plays phonograph records with plenty of squeaks and ungodly noises. Telephone calls start coming in from imaginary listeners. They pan the program, the station and the justice.

It's a novelty idea that could be expanded or adapted by almost any station. Value consists in injecting some humor in the midst of dull stretches of programming that need a light touch.

Bobby Benson at Circus

Hecker H-O, Inc., took the leading players in the Bobby Benson series (CBS) last Wednesday night's (11) performance of the Ringling Bros., Barnum and Bailey Circus at Madison Square Garden and staged a stunt that garnered for the cereal packer heaps of attention from both the kids and adults in the audience. Four members of the H-Bar-O cast, each on a horse, took part in the parade around the ring which introduces the act, billed as the International Congress of Roughriders. Announcement of the Bobby Benson gang's presence was made by the equestrian ringmaster just before the parade started.

Program's hookup with the circus was ballyhooed in the local announcement over WABC for two days prior to the circus ring appearance. Both the station and the circus box office were queried by phone as to whether Bobby Benson himself would actually appear on a horse in the roughriders' parade.

Cast members who participated in the stunt were Billy Halop, who plays the Bobby Benson character; Marie Fankov, Florence Halop and Eddie Ragge. Hecker will likely repeat the thing before the circus pulls out of its New York stand-stilling show scheduled to leave the Garden April 23.

Showing Off Talent

WINS will unveil its talent message in a concert recital at the Town Hall the evening of May 2. Occasion will be the first of its kind involving a station in the New York area. The affair is under the direction of Vincent Sorey, the outlet's staff conductor, and Marie Feuegel, manager of the WINS Artists Bureau.

Artists tabbed so far for the concert event are Olga Vadina, gypsy folksinger, Joseph Mendelsohn, baritone, Isiah Benson, English character actress, Bernard Farinchi, concert cellist, Mario Renzi, tenor, Imelio Ferrari, basso, Nina Marini, harpist, Ann Yardley, lyric soprano, Sis and the Gipsy Trio, Tex Ritter, William Clark, tenor, Pietro Frosini, accordionist, Rodolfo Duca, Spanish tenor, Lea Karina, Finnish soprano, Remy de Varennes, French tenor, Fred Gledhill, baritone, William Miller, tenor, and Ida Dewey's Down South Singers. All appear in WINS' regular broadcast schedules.

Politics With a Whoop

Neat showmanship being applied by WBSN to program of Edna Dalton, political news on the CBS chain. Dalton, fire-eater type, plenty of pro-administration and draws heaps of mail daily, with members of Congress prominent among fans. Bill Bailey, announcer, uses resume of talk as introductory announcement, and concludes show with preview of next night's topics.

Commentator is former newspaper man, with lots of news experience throughout the country, and takes the air from his study in a local city, with solicitation for phone calls after each broadcast. Both Dalton and the announcer wind up the program with loud tub-thumping for Roosevelt and waving the

flag with typical Cohan gusto. Show always leaves the audience highly pitched. And there's no middle about the fellow's popularity, according to the mail. Either he's the greatest commentator (gets carte blanche, with no censorship) on the air, or a nut!

Merchandizing Baseball

Yankee Network's sales department has found a sponsor for the baseball broadcasts over the web. Up until last year Shepard carried the games as a part of his public service to the listening audience. Sponsor this year is the Penn Tobacco Company which would seem a natural for this type of audience. They will plug a brand new to New England called the Kentucky Club Pipe Tobacco. An announcer will handle the ad copy, which will not come too frequently, leaving Fred Hoyt to the running account of the game. There's also a good tie-up between the sponsor and Hoyt. He is noted as a pipe smoker and his collection of pipes is one of the best. During a broadcast he always has four or five loaded behind him so when he has the urge to smoke all he has to do is touch a match to one.

During a broadcast of one of the Braves and the Red Sox a special line was leased to St. Petersburg, Fla., and the game piped to the bedside of Walter "Rabbit" Maraville, second baseman of the Braves, who is recuperating from a broken leg which he received in training several weeks ago.

Mikes were set up in each of the dugouts and the players, managers and officials of both teams paid their respects to the "Rabbit."

Showmanship vs. Red Tape

NBC rule which limits a pop number to a single plug a night served to take the edge off the comedy script which Fred Allen had set for last Wednesday night's (11) Bristol-Myers program. Continuity was framed around the idea of an announcer who had developed a maniacal phobia against "Wagon Wheels" because of its insistent repetition over the air. As part of the sketch's tag situation the band on the show had been planned to go through with special arrangement of the number.

At the last minute the producers of the Bristol-Myers program found another commercial scheduled for the same night had previously put in a bid for the song, which barred the Fred Allen troupe from using it. Argument failed to budge the NBC program execs and there was no alternative for Allen but to go through with the sketch minus the orchestral interlude.

Coming—But Where?

Palmolive Beauty Box theatre printed and distributed an attractive and attractive announcement on the two-broadcast presentation of the stage operetta, "The Rogue Song." This sketched the theatrical antecedents of the libretto and song, but the one of the alluded proudly to the Palmolive inaugural program, "Vagabond King." It was a readable little folder and one that might inspire curiosity to hear "The Rogue Song." However, there was one important omission. There was no mention of the station or the network on which the program might be heard!

io Shopper's Throwaway

Walt Framer, KQV's daily Show Shopper, also took out four page publication weekly for use in neighborhood theatres. Framer's radio program is sponsored by Harris department store and so is his publication, which carries only Harris advertising.

Throwaway is a supplement to the other show talks and services as deliver—the closing song and dance of the outlet's eight-week series on "What Next in Radio?" One of the chatter lads took the topic quite seriously, another mixed and sang, and the other sang the garden run of turnpoking at the medium, while the third attempted to make it an all-comedy monolog.

Current Radio Evils

WEVD picked on the radio columnists of three New York dailies to deliver—the closing song and dance of the outlet's eight-week series on "What Next in Radio?" One of the chatter lads took the topic quite seriously, another mixed and sang, and the other sang the garden run of turnpoking at the medium, while the third attempted to make it an all-comedy monolog. (Continued on page 41)

INGLE PRINTER'S INK REGARDLESS

Radio Fan Publicity an Organized Business in New York—Mass Production, Few Real Results—Some Examples of Blah Blurbs

CATCH-AS-CATCH-CAN

Radio fan publicity has become an organized industry in New York City. With the standards of veracity and the quality of material sprayed over the broadcasting landscape by professional publicists somewhat lower, if possible, than that prevailing among the fan publicity hokum manufacturers of motion pictures.

As fitting into the broader aspects of radio showmanship the average publicity whether paid for by individual performers or by organizations is characterized by mass production methods. Radio editors have to flounder through vast accumulations of mimeographed releases that contain everything from stupid jokes attributed to this or that performer, useless statistics, imaginary biographical data, and downright lies.

In the matter of truth-telling the radio press releases, are seriously open to challenge. Excessively imaginative or pushed and strained to make a story from a very doubtful germ the result is the same; if the stuff gets into public print the editor is passing on to his readers untrue information.

Expeditions to Russia conceived in a press agent's brain, absurd recollections of honors never offered, trifling items dressed up like real news, stereotyped tie-ups with superstitions or holidays are all part of the stream of fiction.

Mostly Waste-Basketed

Most of the stuff goes into waste baskets. Some of it sneaks in as filler. All of it, the occasional smart stunt with the rest, suffers from the torrential volume of the material. In the sheer bulkiness of radio publicity releases as sent through the mails in fat envelopes a disreputable attitude is inevitably encouraged.

Yet by far the most dangerous tendency is the use of sheer fiction offered as fact. That discredits the press agent and the personality in equal measure.

Appended herewith are some typical specimens of radio publicity. They provide a fair approximation of the more cock-eyed side of the radio fan publicity picture. Of course there is another side to the story. Factual yarns, official announcements, day-by-day spot news has its uses and its merits. It's those brutal gags, the pipe dreams, the extravagant nonsense and time-wasting-fooling-nobody blah that deserves and gets the raspberries.

Some Examples

Phil Ducey Is Longing For His Indiana Farm.

Physician Recommends Patients Listen to Clubwomen's program.

Birds Profit From Food Scattered By Radio Star.

Jimmy Saphier who manages the Three Scamps has an album with more than 200 different photographs of the boys. He calls it his "scamp album."

Lennie Hayton played on an average of 10 notes a second, without a wrong note, in the composition "Nola."

Dragonette Fans Protest Plan To Shorten Locks.

American concert star turns down Metropolitan offer because of foreign influence.

Mary Small, the 11-year-old NBC singer, might have been a concert

Air Can Sell Raw Material—James

E. P. H. James, NBC's sales promotion manager, in a speech before the Technical Publicity Association last Wednesday (11), asserted that radio is as capable of selling raw materials as the finished product. Problem in either case, as he saw it, was practically the same. If it was prestige, good will and a consumer demand that the raw material manufacturer sought, broadcasting could garner it for him.

What the maker of raw materials, such as steel, nickel and textiles, has as a rule to sell, averred James, is a trademark. There is no reason, said James, why radio can't make the eventual consumer as well as the finished product manufacturer and dealer conscious of this trademark as it has done in the instance of food, drug and auto brands. For the raw material concern broadcast, the ing can serve not only as an educational medium but smooth the way in two directions, the consuming public and the product refiner, who himself is as avid a loudspeaker fan as any other class of listener.

Jingle-Writing George M. Cohan Has No Sponsor Trouble—He Saw to That

By CECILIA AGER

When George M. Cohan gets together with the rest of the boys for a heart-to-heart and the talk to radio, he always hears the same complaint—sponsor trouble. They're all suffering from sponsor

trouble. They all agree that the sponsors will have to be stopped. They can all illustrate their point with stories from their own experience. Stories so fantastic to the boys steeped in the principles of show business that even one of them hadn't been up against the same thing himself in radio, they'd sound like gags. One of the boys just walked out on his program—a comedy hour—when he was told that there'd have to be more waltzes on his broadcast because the sponsor's wife liked waltzes.

Cohan chuckled, telling about it. He tilted back in his chair in his Theatre Guild dressing room, put his dainty feet on the make-up table to balance himself and chuckled. His self-effacing Japanese valet smiled. The VARIETY scribe giggled. The Cohan charm—and two minutes to go before curtain.

He himself, Cohan has no sponsor trouble. It's all down on a piece of paper that he won't. Cohan in radio is like Cohan in the theatre, head man for anything he does. But he knows what the boys mean—it's the same as having an angel around your show.

Those guys who walk around with a pencil in their hands—well, a guy has to make a job for himself, Cohan realizes, and so sums up the usefulness the pencil-toters' services. Mind, the fellows who work for the stations know what they're doing and do it well. It's the busy-body representatives of the agencies and sponsors he's talking about. He's seen them in other broadcast rooms on his way in and out of his strictly hands-off own.

It gets him, why radio will engage artists, proved artists, and then try to effie them with suggestions, instructions, prohibitions and other personality-depleting devices. W'y engage a personality if you can't get full value from him—and you can't, if you try to change his style, the very style that made him outstanding, the very style that made him a name that sells, and therefore a name you want to hire. It's plain! had business to Cohan.

Artist knows what he can and should do, and what he shouldn't—that's how he became an artist. So long as he doesn't offend against good taste, give him freedom, says Cohan. Left alone, he'll give the best results.

Radio's comparatively new to Cohan. He went into it on his own terms, boss, writer, star of his own programs—solely responsible for them—because it's his way not to sign his name to anything he hasn't written. His tag on anything may not please the other people, but it doesn't go on till it pleases him. It's his name; he respects it, he's going to protect it.

Radio material should suit the character of the man it's devised for, Cohan believes. As for himself, he has no voice, he says, and he can't tell jokes. So he writes jingles. That's what he can do.

Revels Plan First Concert in Russia.

Jack Arthur Crusades For the Finer Things in Song.

Frank Knox To Divulge Nature of a Republican.

Frances Langford has noticed that torch songs are on the wane.

Rehearse 35 hours for one hour production.

William Shakespeare and William Rainey both first saw the light of day on April 23.

General Stotesbury introduced to Jimmy Kemper by mascot.

What Friday the 13th means to radio stars.

Vincent Lopez says it's an old-fashioned year. Feminine attire is reverting to the bustle and puffed-shoulder and the most popular of all drinks is the old-fashioned cocktail.

Gag!

Jerry Cooper received an invitation from an up-state nudist colony to be guest of honor at a Sunday tea.

"No can go," he wired in reply, "nothing to wear."

Bergman tells all, confesses he likes audience in studio.

Lawes Okays Gun Permits For NBC Sound effecters.

Dave Rubinoff goes to the coast via Santa Fe but ships his violins via Northern Pacific fearing the desert heat may warp the instruments.

A fan in Dutch Guinea sent Ben Alley a stamp worth several hundred dollars and Ben, after disposing of it, turned the proceeds over to a local charity.

Smallest adult singer on air reveals her problems.

Graham McNamee is godfather and namesake of the young son of Joe White, NBC Irish tenor. Recently Joe asked the youngster his name. 'Graham McNamee Godfather White,' was the answer.

A mountain boy's fancy turns to Minnie as Spring slips in.

Virginia Rea prefers domestic interest.

Edward MacHugh in a week of broadcasting and concertizing warbled 195 ballads for a total of 780 minutes or 10,140 a year.

GENERAL MILLS—

20TH CENTURY PICTURES
With George Arliss, Ronald Colman,
Fredric March, Constance Ben-
nett, Tullio Carminati, Jack Oakie,
Rupert Hughes, Vivienne Segal,
Abe Lyman Orchestra, Al Neu-
man Orchestra, Beatrice Silvana,
Betty Crocker, Armida, Royal S.
Copeland, David Percy, Tess Gar-
dell, Donald E. Davi Howard
Clayton.

60 mins.
COMMERCIAL
WEAF, New York.

That load of names guaranteed General Mills and 20th Century Pictures a large listening audience for what was unquestionably one of the most ambitious undertakings in radio showmanship to date. There have, of course, been several previous attempts to transplant to Hollywood and back again and several instances of a radio advertiser shooting the bankroll on one volcanic eruption of stars.

This particular enterprise represents a tie-up between the Minneapolis miller of wheat flour and the 20th Century studio observing one year in the field of motion picture production. This tie-up brought George Arliss and Ronald Colman to the microphone for the first time. It also delivered most of the biggest names on the hour program. General Mills' part of the program originated in New York.

One result of the two-way deal was the duality of commercial plug. First 15 minutes were identifiable with General Mills. Ditto the final stretch. But the heart of the program, the middle half-hour, spoke lengthily of 20th Century Pictures and never alluded to wheat. This must have been somewhat confusing.

Primary criticisms of the program would be that the gathering together of the various threads was not quite as smooth and adroit as the occasion required and that the mechanical switch-overs from Coast to Coast were poorly timed. Seemed like 30 to 45 second gaps between each. Radio audiences now are accustomed to letter-perfect engineering miracles.

Rupert Hughes performed superbly as the master of ceremonies on the Hollywood end. His copy, self-written, was suave, uncynical, sophisticated, yet simple. As a radio personality he is distinctly there. Indeed, since Arliss and Colman are scarcely available it may be stated that Hughes is the net residue of talent possibilities developed by the show.

Tess Gardell (Aunt Jemima) opened the performance. She seemed to be too far from the mike. David Percy followed with 'Why Do I Love You?' pleasantly rendered. Throughout the eastern portion of the show Abe Lyman's music was richly in melody and a fine accompaniment. There was too little of it. United Artists' musical conductor, Al Newman, did a good job in California also, so this department was 100%.

Jack Oakie saved himself from a brodie with a self-deprecatory gag about having gotten paid in advance. Fredric March and Constance Bennett handled neatly an excerpt from 'The Firebrand'.

Outstanding was Ronald Colman, whose splendid voice sprayed a million parlors with the same sort of appeal he exercises from the screen. He combined chattiness with dignity and addressed himself specifically to Great Britain and South America, where international hook-ups also were bringing the program.

Equally authoritative in poise was Arliss, past master at certain speeches. It was a certain speech that he gave to the radio audience and he culminated with a gay anecdote exquisitely timed for an applause-ringing exit. During the Hollywood end of the hour various current or pending 20th Century releases, notably 'House of Rothschild,' were mentioned frequently.

Of the other performers, Tullio Carminati surprised with his singing. Armida was attractive, Vivienne Segal likewise.

Which leaves the three commercial spicers for the last. Donald Davis, president of General Mills, begged indulgence for the advertising in a neat little speech. But in view of the growing disinclination to credit endorsements from Senator Royal S. Copeland, who is the heir to the late Alfred W. McCann as the big league professional endorser of the advertising world, he was not the prize package General Mills may suppose.

Far better seemingly was Beatrice Silvana, beauty consultant to United Artists. It was a major muff not

SCHLITZ PRESENTS

Henry Busse
Drama, Singing, Band
30 Mins.
COMMERCIAL
WABC, New York.

It took Schlitz about a year to decide on a program with which to make its air debut. The brewer's choice, authored and produced by a Scotchman, dishes up a varied and diverting half hour, even though the program idea involved isn't exactly original. What Scotchman has done is to add a facet or two to the March of Time.

The results of his initial effort (13) were of a mixed flavor. Some ingredients of the potpourri gave indications of a fetching imagination, while others fell sadly flat. 'The Program of the Week,' with Henry Busse dealing out expert samples of dandisism for the innumerable into facts. One dramatizes what is supposed to be the 'Laugh of the Week,' the second, the 'Song of the Week,' the third, the big news of the week and the fourth, the 'product of the week' and the fifth any one of the following three items, the 'book of the week,' the 'play of the week' or the 'personality of the week.' This might have been topped off by 'The Shining Hour,' playing simultaneously in New York and Chicago.

Emphasis of the dramatic bit would have been highly effective if in the direction some one had given thought to the subjects of tempo and voice shading. Some of the packages, with the definition of line reading that it takes to make moving radio drama while others came through as a jumble of so many shouting and shrieking voices. The awkward handling of the controls didn't help. This negligent manipulation of the studio dials marked also the orchestra portions of the show.

Drumming of the news item selected was neatly carried out. It dealt with the setting of a new altitude record by an Italian aviator. The author stayed closer to home in the matter of the several items far more colorful and exciting. With the 'March of Time' out of the way, he could borrow a leaf from its mode of preparation and pick an almost up to the minute bit of news for translation to the mike. He could also try to emulate this air classic's knack of building suspense and background.

For the song of the week the Schlitz frame elected Gordon and Revels 'Love Your Neighbor' from the picture 'We're Not Dressing.' Dialog that cued into the number was several notches below the smart interpretation that the girl singer gave the melody and verses. The 'laugh of the week' smacked of a chestnut out of the 'Arkansas Traveler.'

Plug represented a mixture of modesty and effectiveness. A straight copy reading turned to a dialogued narrative of the founding of the Schlitz dynasty and the brew that 'made Milwaukee famous.' The closing number was poetically mellow with the announcer swooning a la David Ross over the smooth amber glow of the beverage, the obligate violin, 'cello and oboe.

WHITNEY BOLTON
Vespa Gossip
15 Mins.
Sustaining
WNEW, New York.

Increasing number of newspapermen, who are whistled at the air waves. Increased prestige, possible sponsorship, are sufficient motives. Whitney Bolton is a well-informed Times Squarite whose personality is agreeable across the microphone. He dwells pretty much on actual news items (or publicity releases) of the current theatre and film worlds. It's good fan stuff.

Land.

to have used her rather than Copeland as the pivot of the institutional appeal. She should have been built up more and better, and the Hollywood angle brought out. Dry as dust, Copeland can convince only on the strength of his medical degrees and senatorial toga, but Hollywood and slender graceful beauty are synonymous in the minds of womankind. Direct target of the program and General Mills is to break down resistance to wheat as a staple. A Hollywood beauty expert was a complication, but she was snowed under the general set-up that should have highlighted her.

Betty Crocker, the regular general Mills broadcaster, is an experienced spicer and a good one. She delivered the talk to induce women to ask their baker for a free booklet containing four propaganda.

This 60-minute all-star show could not be bad. It could not fail to achieve some, perhaps big, results. It emerged on the air quite different from its original membership and scope. If anything, it was overboard on big names and weak on big moments.

RIP LASHER

With Guy Robertson
Chatter, Guest Stars
15 Mins.
COMMERCIAL
WJZ, New York.

Rip Lasher comes to the kilocycles a complete stranger, and for that reason it seems a reasonable hunch that myriads of radio listeners will think they're hearing Walter Winchell. One person could scarcely be closer in style, manner, vocal pitch, and the essentials of personality than Rip Lasher is like Winchell.

Very little is known to the Broadway crowd about Lasher, but that little indicates that Lasher is about 22 years of age. It is also said that he is an ex-stooge for Winchell.

It is hard to say whether Lasher is good or bad. Probably he's in between. It does appear that he is not being himself, always a good rule. He's not knowing what his own personality is like it is impossible to affirm that the idolatrous imitation of another is preferable. His copy is delivered in the racing style with rapid idiom fashionable at the moment. His diction is fair. On the inaugural program he stumbled several times, cue-bit Guy Robertson twice.

Venida probably is watching the copy closely. And wise precaution; for casual slurs over the air are not the same as little digs buried in text. Lasher made a crack about a New York daily losing \$7,000 weekly and likely to expire. Rumor mentions Lasher as an applicant for a columnist job on that particular daily.

All things weighed, the Venida program is no great shakes. Too little production thought and preparation. Guy Robertson from 'All the King's Horses' sang a couple of songs from that show. They happened to be the only bits of little appeal as solos. Robertson has a nice voice, but didn't shine as more melodic songs would have permitted him.

Venida is plugging a wave set which comes in bottles. First program offered a free premium in the form of a cigarette lighter guaranteed to work. Three 10c cartons or one 25c carton, together with a dime to cover postage brings the lighter to anybody. Probably a good bait for those Venida seeks to reach.

There is the cheapness of the product that may be the best asset Rip Lasher has. He may be okay for the sub-stellar, even while trying to make a regular Broadway columnist competition.

Nature of the product was not made clear enough. Offering the cigarette lighters to men as well as women was a bit of both ways be considered purchasers.

Land.

ALICE REMSEN AND RAY HEATHERTON
With William Wines
'Castles in the Air'
15 Mins.
Sustaining
WJZ, New York.

By no means new to the air, Miss Remsen and Heatherton with Bill Wines piano accompanying have a nice little romantic interlude. Tuesday and Thursday mornings at 10:15-10:30 a.m. He's Jim the gringo and she Rita from across the Mexican border.

They open with a 'border' song and ring in 'Rio Rita,' 'Carolina,' a couple of other Spanish-Mex pops plus 'Thousand Goodnights,' combining everything in a pleasant quarter hour of romantic song, interspersed with just enough of a plot thread to keep it going.

Abel.

GRANDMOTHER'S TRUNK
With Nelda Stevens, Eva Taylor
Music Narrative
15 Mins.
Sustaining
WEAF, New York.

Midweek sustaining filler on NBC is a pleasantly meaningless program that hardly deserves to be panned, yet equally is guilty of the stereotyped duplication against which all variety shows are to be warned. Outwardly it may seem novel, that of a lady sentimentalist supposedly rummaging through an ancient hamper in the attic and fishing out songs and ditties of the old school which the talent thespian renders.

Essentially it's the kind of production idea that gets trotted out regularly. Just an excuse for stringing some songs together. Neither good nor bad.

Land.

SLEEPY HALL and Orchestra
30 Mins.
Sustaining
WJZ, New York.

When NBC or any other chain picks up any band by remote control that in itself is some warranty of worth. Sleepy Hall is currently at the Hotel Syracuse, in Syracuse, N.Y., and via WGBR, he comes into New York on an NBC link outlasting through WJZ.

NELLIE REVELL

Interviews
15 Mins.
Sustaining
WJZ, New York.

Nellie Revell's afternoon series of interview broadcasts rates among the best in that field of other presentation if not tops. For Miss Revell makes a keen sense of audience values in not making it the commonplace puff-blog of the guest star.

Instead she presents her subject humorously, novelly and interestingly as in the Jack Benny gabfest. The latter, of course, is of more than normal assistance through his unctuous delivery of the lines allotted him and the script may improve, as not have been his own mike-literary contribution, although it is more likely that Miss Revell authored the continuity in toto, seeing to it that it corroborates the personality and character of her subject.

There is a good-humored, authoritative conviction to her style of address as she puts Benny through the routine interrogatories, which she enhances with a rather distinctive dress.

Miss Revell tops off with a recitation on 'Courage.' Harold Levey's orchestra accompanies, all combining into an above par quarter hour. She was caught last Tuesday afternoon at 2:45-3 o'clock.

Abel.

ROMANCE OF MEAT
Dramatic Sketch
15 Mins.
COMMERCIAL
WEAF, New York.

Faced with the problem of overcoming two factors that have done heavy damage to the butcher's till, the Institute of American Meat Packers has turned to radio as one hopeful way out. First to deliver a hefty sock to the meat business was the anti-fat fad, and then along came the depression and the housewife out of necessity had to cut down the number of meat days a week. In due time the family got away from the every-day meat habit and even the improvement of conditions the swing back to the old diet has been slow. The articles of food substituted for meat have themselves become the habit.

For its propaganda purposes the packers' institute has chosen an odd dish. To persuade the consumer to get back to using more meat the abattoir men have resorted to dramatizing the old adage, attributed to even warlords from Hannibal down to Napoleon, that an army travels on its stomach. And the army elected to carry out this Peter H. Hargis Washington's own idea is a highly dignified method of institutional selling this, but what may be okay for insurance will be okay for the packers for some-thing the virtues of the animal tissue.

Program makes use of the narrator and interspersed dramatic bit device. Only this one goes overly heavy on the narrator. The dramatic interludes are short and few between. In the installment caught they had anything but verisimilitude and sparkle. Episode had to do with Benedict Arnold's flight. Peter H. Hargis, the writer stretched hard on the historical facts in order to perk up the narrative with sex appeal. Lined as the given was Arnold's wife, the writer's own coquettishness had to do with her husband's sellout of his compatriots wasn't made clear.

Plug makes capital of the fact that the meat industry has been co-operating with the NRA and that during the past year the packers' payrolls have taken a substantial boost.

Abel.

BOB HARING'S ORCHESTRA
With Arthur Lewi
Music Songs
15 Mins.
Sustaining
WMCA, New York.

Haring is the Federal Broadcasting Corp.'s (WMCA) house maestro and officiates at divers periods through the week.

On this quarter-hour evening session, 7:45-8 p.m. Wednesday night, he has Arthur Lewi warbling the pops in an okay baritone voice, manifesting distinctive delivery and general pleasant style. It's a sustaining quarter hour and highly palatable.

Abel.

HOLLY SMITH
'Sing, It's Good for You'
30 Mins.
Sustaining
WBT, Charlotte, N.C.

This new musical script act made its debut as the second new show to be added to the WBT program in Charlotte by Holly Smith, who has just joined the station as production manager. 'Let's Get Friendly' is the other new Smith spot.

This show, slightly similar to the other, features chatter and songs by Smith. It has the professional touch and should meet with success with the southern audience. Supporting Smith are Bo Buford, pianist, and Thorpe Westerfield, guitarist.

Program is based on the song, 'Sing, It's Good for You.' Informal continuity.

'HOMICIDE SQUAD'

With Ted Athey, Mark Dani
Melodrama
30 Mins.
COMMERCIAL
KEX, Portland, Ore.

'Help! Help! Don't shoot!'—a shot rings out, arena echo into the night air, and the Homicide Squad drama swings into action.

Thus, each Friday night at 9:15 p.m., do the crime-thrill listeners in the area of 5,000-watt KEX receive their dose of authentic police drama thrills. Homicide Squad is a snappy, fast-moving half-hour dramatization, based upon actual files cases from the Portland Police Department. Each episode of crime is to point obvious moral lesson, as only cases where convictions have been obtained are used. Police department cooperates 100% in matter of divulging details of cases.

Production formerly broadcast Oregonian's 1,000-watt KGW on Sunday evenings. New sponsor required the five-fold power KEX set-up, and program shifted to Friday nights. On weeks of change, more than 500 telephone calls were received, as well as numerous letters, all praising the program and asking info on where program could be heard. Present set-up now running smoothly, with listeners apparently satisfied with the fish-day crime club airing.

Two principal characters are Detectives Frost and Berry. Ted Athey, former legit character actor, plays Frost, while Mark Dani, a baritone soloist on other programs, portrays sleuth Berry. Script written by Dave Drummond, short story writer of same vein for past fifteen years.

Production under care of Archie Presby, program director of KGW. KEX. Technique of series is unique in that first portion of program relates the crime being perpetrated, with all attendant heavy-breathings, padded footsteps, muffled cries, etc. Then comes the actual crime, at which point, leaving listeners well in the air for the final fifteen minutes, wherein blundering Frost and suspicious Berry track down their man to success.

A touch of eastern showmanship has been added by agency handling account, in that visitors are permitted to see the program as they obtain free tickets from office of sponsor (credit concern). Newspapers are used to plug show, as well as placards in lobby of downtown Portland. Besides, the passersby to the studio on the Tibbets.

While some parents have been worried over the inclusion of the rather bold realism with which stories are handled, still, as a whole, the listeners within 500 mile radius of Portland approve of the program. The series is so sensitive that one sponsor both in his demand for tickets.

CHRISTINE KENDRICK
Songs
15 Mins.
Sustaining
WIP, Philadelphia.

Afternoon soprano heard Wednesday on WIP, Philadelphia. The same Sarah Lewis accompanied at the piano. Straightaway stuff, okay, but not memorable.

A typical sample of sustaining filler. Christine Kendrick is a girl in prestige and thrills for the local Galli-Curci. Kills an awkward late matinee niche.

Land.

LARRY FUNK'S ORCHESTRA
Dance Music
15 Mins.
Sustaining
WAAB, Boston.

One can never know him when it seems hard to realize that the smooth dance rhythms emanating from the Club Barclay nightly over the airwaves are under the direction of Larry Funk. The same Larry Funk whose four or five-piece band was known by several names while playing over NBC not so many years ago. One of them being the band of a thousand melodies, the name by which the band is now known.

There is nothing tricky or stagey about it. Funk is one of the better dance units that's easy on the ears either at home from the speaker or at the Barclay. With such smooth rhythms and arrangements it's so sensitive that one can cut in with a word or two at any time, and is not missed—and neither does it gum up the broadcast. Broadcast and the fast manner in

(Continued on page 35)

DANCE TIME IN DENVER
Herbie Kay, Vic Schilling, Donnelly Smith Orchestra
Sustaining
KCA, Denver.

This broadcast from three of the popular night clubs of Denver is being taken by all the west coast stations of NBC, who ordered it after hearing it once. There is never a dull moment, not even a second that some band is not playing, due to the three-way hookup devised by KCA. The broadcast is so sensitive that one can cut in with a word or two at any time, and is not missed—and neither does it gum up the broadcast. Broadcast and the fast manner in

KNX's Bill of Particulars

Guy Earl Station Out of All L. A. Dailies—Charges Code Violations

Los Angeles, April 16. Guy Earl, owner of KNX, is continuing his fight, with blasts to the Radio Code Authority, against local stations donating free time to newspapers which are tied in with air spots in the supply of news bulletins.

Meanwhile mention of KNX's programs is out of the logs of all the Los Angeles metropolitan dailies, with the Los Angeles Times, leader in the fight, coming out Friday (15) with a two-column editorial defense of its policy.

Earl's latest blast opens up an interesting phase as to just how much a station should donate to a paper for its news tie-in. After pointing out that his station had turned down the Times because of excessive demands he states that the paper nevertheless spends money for billboards, electrical signs and other types of advertising.

Earl stresses that free broadcasting is, on the surface, rate-cutting and therefore a violation of the code.

He illustrates his peeve against this free use of radio for the benefit of newspapers by describing a typical day over KFAC, the Herald-Express (Hearst) tie-in station. Part of his letter to the C. A. follows:

"At 7 a.m. the station has news and stock market quotations, the stock quotations crediting a financial house. At 8:45 they have a daily feature which is called an inspirational talk and prayer. This program is rotated among the church advertisers, who take a regular contract space in the Herald-Express. Advertising solicitation to church advertisers is made on the basis that they will be given free radio publicity, through the paper tie-in."

"At 9:15 Hazel Blair Dodd puts on a program featuring the Herald-Express home economic department. It weaves in the names of the various food, market and department store advertisers of the day in the Herald-Express. Names of product, prices of product, etc., as mentioned in the advertising are mentioned in detail. At 10:40 there is the first news broadcast, under the present radio agreement. At 2 o'clock Hazel Blair Dodd is on the air again with a 30-minute program publicizing by name the various advertisers in the Herald-Express."

"At 4 o'clock the Herald-Express is again on the air. At this time there is a short travelog featuring one of the travel, steamship, or transportation lines advertised in the Herald-Express. Sometimes it is one of these advertisers directly speaking, and sometimes it is publicly prepared by such an advertiser. This is followed by the lost and found advertising of the day in the Herald-Express. This advertising is solicited on the basis that there will be publicity in the newspapers and broadcasts on the air for the same fee."

He further states in regard to the L. A. Examiner's tie-in with KPWB:

"At 9:45 they go on with the present radio news. At 10 a.m. they go on with the Prudence Penny program. This is a feature talking about home economics and publicizing advertising matter in the morning edition of the Examiner. It is a cleverly-planned publicity program of department store specials for the day, market specials which are advertised that day and publicity on national food advertising which is carried the paper that day, names of stores, names of products and prices are given."

"At 10:25 Miss Holmes goes on for the Examiner, talking about the delights of pleasant homes and lives the names and addresses and prices of homes being advertised for sale or rent in the Examiner. At 11:25 the Examiner goes on the air, and has their lost and found advertising in that day's paper on the air. At 5:45 the Examiner again returns to the air with another advertising program, and a little before 10 p.m. goes on the air with their second news broadcast."

Ruth Etting Winds Up

Ruth Etting and Johnny Green wind up their series on CBS for Oldsmobile May 11.

Date marks the end of a 13-week contract.

Crippled War Veteran Among Those Pressing For Baseball on Air

Philadelphia, April 16. Philly baseball moguls may lower their guard this season and allow WIP to air local games. Son WIP, outlet recognized as exerting greatest efforts to broadcast local sports events, receives thousands of letters asking for the games to be aired, and this year one particular message from a war vet may turn the trick where other means have failed.

Correspondent, former U. of P. student marched overseas during war-time hysteria, convinced that those who slapped him on the back and called him "saviour of democracy" would at least call him friend when he returned, if he did. Two years later found him back, hopelessly crippled and friendless. He is still in a service hospital reconciled to the fact that he must spend his days in a "bunk, impersonal room." He loves baseball, and his letter asks why the crowd that had cheered him would not help him now to forget temporarily his pain by allowing him to listen to the airing of a ball game.

Shibe, A's pitcher, Jerry Nugent, Phil's boss, evidently subscribe to theory that radio descriptions would keep the crowds away. Arguments that Prima-Beer, with Pat Flanagan in Chi has done great job in pulling them in from the sticks, falls on unresponsive ears.

NBC NIXES RALSTON THEATRE BROADCAST

NBC won't pick up a commercial program from any auditorium in New York outside of its own studios. Ralston Co. ran into this policy last week when it sought to get the network's approval on tleup the client was arranging with the Ralston theatre. As part of the theatre's ballyhoo and sample giveaway of Ralston's Rye Krisp it was planned to broadcast next Friday's (20) program with Madame Sylvia in the presence of a Ralston audience.

Web held that not only was its policy against originating a sponsored program from an audience-attended source outside its own layout involved, but the fact that it would be a paying audience made the situation more complicated. Rejoinder that the Mme. Sylvia broadcast was a mere incidental to the Ralston's regular performance met with the statement that such was NBC's policy and there would be no modifying it.

NBC Artists Service, which has Mme. Sylvia under management, also books theatres.

Ryan Chi Expo Guide On WGN for Thompson's

Chicago, April 16. Quin Ryan goes on the air as the World's Fair Guide for the John R. Thompson restaurants starting May 26. Six times weekly at 6:45 p. m. Ryan will tell the great middle west about the exposition. Through the Mitchell-Faust-Dickson-Welland agency locally.

LEHN & FINK STARS

Jimmy Grier's band has been spotted by Lehn and Fink to furnish the music for the Hall of Fame programs which originate from Hollywood. Nat Shilkret will continue to head the combo when the shows have New York as their source.

First picture name that Grier will play with on the series is Clark Gable, who's set for April 29. Following week (6) it will be Joan Crawford and Fanchot Tone, and the week after (13) the point of origin comes back to New York with Jascha Heifitz the attraction.

Fact-Finding

Goodman Ace and some gay cronies decided to imitate the rest of radio and make a telephone survey. Idea occurred and was carried out about 10:30 p. m. last night. Persons picked at random from the telephone book were asked name their favorite radio programs. Replies ran something like this:

1. Who cares?
2. Aw, nuts.
3. Go jump in the lake.
4. You must be crazy.
5. Who wants to know?
6. So's your old man.
7. Rudy Vallee—I guess.
8. Baloney.

Go peddle your papers. You've got a nerve.

Regional Sales Specialists in Bowen Set-Up

Scott Howe Bowen has set up an individual station selling organization which will supplement the retelling of time on stations in Group Broadcasters, Inc., on a combination basis. Former division will devote itself to servicing GB members who are not represented elsewhere on an exclusive national basis.

Bowen's plan is to divide the country off into territories, each embracing not more than 10 stations, and to assign a man to specialize in the selling and servicing of a particular territorial group. Same territorial designee will also be acquainted with the selling details and story of the group plan. Group Broadcasters, Inc., has begun to extend its affiliations to areas outside the basic territory. Allied to date with the GB are 27 stations. They are WADC, Akron; WBAL, Baltimore; WLBZ, Bangor; WNAO, Boston; WICC, Bridgeport; WGR-WKBW, Buffalo; KWRC, Cedar Rapids, Ia.; WJW, Chicago; WSAI-WLV, Cincinnati; WATU, Columbus, O.; WHK, Cleveland; KSO, Des Moines; KCLW, Detroit; WDR, Hartford; KMBZ, Kansas City; WOR, Newark; WIP, Philadelphia; WEAN, Providence; WHEC, Rochester; WMAA, Springfield, Mass.; KWK, St. Louis; WSPD, Toledo; WIBX, Utica; WOL, Washington, D. C.; WMT, Waterloo, Ia.; WKBN, Youngstown, and WCAE, Pittsburg.

CASA LOMA THINKS 'NOVA' IS TOO CLOSE

Protest against Dr. Lyons toothpaste billing its combo on the red (WEPT) Ink Sunday nights as Phil Lewis and his Casa Nova orchestra has been lodged with NBC by Rockwell-O'Keefe, Inc. Latter booking office avers that the words 'Casa Nova', as coming through the loudspeaker, sound enough like Casa Loma to confuse the average listener. Casa Loma band is under Rockwell-O'Keefe management.

Stationing of the band in the dentifrice arena was taken over by Lewis several weeks ago. Program is produced by Sound Studios and comes under the direction of the Blackett-Sample-Hummert agency.

Ferguson Quits Chicago NBC to Head N.Y. WINS

Chicago, April 16. R. L. Ferguson of the local sales staff here for NBC goes to New York this week to become manager of WINS.

Ferguson was previously commercial manager for WLW in Cincinnati.

DeLima at KHJ

Los Angeles, April 16. Peter DeLima, formerly assistant manager of the Columbia Artists Bureau, New York, today (Monday) becomes manager of the Thomas Lee Artists Bureau at KHJ and the Don Lee Coast network. Succeeds Ted Braun, who goes in the radio agency business on his own.

NBC Revamps Station Relations And Other Depts.; Hedges East, Don Shaw on Local, Nat'l Sales

WTIC Runs 18 Hours So Class Station's Losses Expected to Shrink

Hartford, April 16. Formal announcement has been made that WTIC, Hartford, will go full time on April 29, operating between seventeen and eighteen hours a day. The station, owned and operated by Travelers Insurance Company, is a 50,000-watt and has been operating on half-time since its inception some years ago. Sharing its time previously with WBAL of Baltimore, WTIC will swing up on the dial a few notches. Whereas WTIC has been used mainly as an advertising media for Travelers Insurance Company, with a loss of \$350,000 being shown each year, the announcement of full time will most likely bring a new influx of business, cutting down the huge loss.

Travelers station operates with a tremendous staff for a small town studio, although its headquarters compare with those of any major station in large cities. More than 175 men and women are retained by the station.

CAMEL TOWN HEARS CHESTERFIELD SHOW

Winston-Salem, N. C., April 16. WSJS will carry the Chesterfield program three times each week through Columbia. This will be the first time this station has carried a cigarette program other than the Camel.

R. J. Reynolds Tobacco Company located here specifies in its radio contract that local station carries Camel programs so directors, all of whom live here, can get program easily. No other cigarette program carried over CBS has ever been sent through this station previously.

Hennings, Glover Set; Jack Adams Vacations

George B. Storer, WMCA prez, has appointed Frank Hennings, general program director. Prior to taking over this assignment Hennings headed the station's artists service. He replaces Harry Carlson, who, however, will likely return to the WMCA payroll in another capacity.

John T. Adams, WMCA's executive v.p., has gone on another vacation. Recent appointee to the station's publicity staff is Herbert B. Glover, who up to three months ago was CBS' special news features manager.

Wrong Listeners

April 16. After a short session as a commercial for the Bunte Candy Company on a local shot the Barnacle Bill Kid show, which Cliff Soule shifts to a sustaining program. Candy firm discovered that the show appealed to the adults or to the very young children and entirely missed the middle group of children for whom the show had been intended.

JOHN NESS MANAGES KMTR

Hollywood, April 16. John Ness has left the post of promotion manager of the Los Angeles Times to become manager of KMTR.

Owens-Dresden, formerly filling the spot, now gets the title of general manager.

Emil Gough Heads East

San Francisco, April 16. Emil Gough, Hearst Radio Service director, left for New York last week, planning to stick around the Eastern offices of his organization for a time. Meanwhile leaving the Fishen office in charge of Ollie Tuttle.

Reor relation department, went into (Monday) William Hedges in as manager. NBC-operated outlets and C. L. McCarthy as relations manager of the network's associated stations. Both will Donald Withycomb's. Withycomb holds the title.

general manager of station relations. To take up his new post Hedges leaves the management of KDKA, Pittsburgh, to which he had been transferred from WMAQ, Chicago, another NBC operated outlet.

McCarthy comes from NBC's Pacific division where he has been servicing as assistant to Don Gilman, v.p. in charge of that territory.

NBC has merged the operations of its national and local sales departments. Under the new sales setup an advertiser can deal for either his hookup or transcription needs with the same NBC sales rep who in turn will do his reporting to a divisional manager concerned with every phase of time selling. In the eastern area Donald Shaw will head up this co-ordination of network, spot broadcasting and local selling. Shaw has heretofore functioned as eastern sales manager with his authority confined to network facilities.

Lloyd Thomas, who formerly was in charge of NBC Local Sales Service, remains in an advisory capacity. He will engage himself with matters of transcription policy and development. Staff of salesmen he had working under him will now direct their attention to network facilities selling as well as local time and report to Shaw. James McConnell, who operated under Thomas as sales manager of local service, now becomes Shaw's assistant.

Another division at NBC that has undergone general operations revision is the sales promotion department. With the latter department now divided into four bureaus, Joseph Mason will head the merchandising group; Paul Winchell, the marketing group; Paul Hauser, the sales promotion group, and W. C. Rober, direct mail and trade paper advertising. All bureaus will function under E. P. H. James, whose title of sales promotion manager is slated to be revised so as to conform with the new setup of his division.

30-Word Buick Spiels; 1-Min. Pontiac Dramas

Chicago, April 16. On May 1 Buick will start an intensive announcement campaign plugging its new cheaper model car to sell at \$600. Will be 30-word announcements, running six times daily on some 75 stations throughout the nation.

On April 20 Pontiac sets a series of one-minute dramatized announcements for its new models. Both campaigns being placed through the Campbell-Ewald agency.

Paint's Participation Plugs on 20 Programs

Chicago, April 16. Detroit White Lead company set on a series of announcements in household participation programs for its product, Syntheote. To run on some 20 stations in the midwest and east for a 13-week ride. Placed through the local Henri, Hurst and McDonald agency.

CBS Gets NBC Show

True Story's Court of Human Relations moves from NBC to Columbia. Initial broadcast of the script series on CBS is set for May 4 with 8:30 to 9:15 p. m. EST, the time.

Lookup calls for 35 stations coast to coast. Program will get a rerun at 11:30 p. m. EST, for the Pacific area releases.

Radio Reports

(Continued from page 36)

which it is conducted are the results of a plan devised by Walter Campbell, station announcer and director of program at KOA. Program opens at the Broadmoor country club, with Campbell handling it there. Clarence Moore is at the Cosmopolitan hotel, Vance Graham at the Brown Palace hotel, while Julian Riley handles the station end. During the short opening announcements, the three spots are cut in for five seconds each, after which they get down to business and each spot is given from three to five minutes two or three times during the half hour.

Continuity is written by different announcers, giving the programs variety of treatment. However, more attention should be paid to insure a more careful announcing of the vocalists. Folks want to know who they are listening to, and a great deal of the value of the broadcast to the dance spots is lost. Otherwise the continuity leaves nothing to be desired, and the method of handling, with something doing every second, even though the bands are in different spots, is of the top order.

Program hits the air at 11.30, not too good for Denver itself but just about right for the west coast.

FRO-JOY FROLICS
With Monica Leonard, Dorothy Sherman, Billy Rose, 3 Shades of Blue
30 Mins.
COMMERCIAL

WGJ
This new supper-hour broadcast boasts the biggest array of talent used on a local commercial, with a dance orchestra, the "Flora Pals" (Monica Leonard and Dorothy Sherman), Billy Rose, and the "Three Shades of Blue" in the line-up. Sponsor is the General Ice Cream Corporation, which has fired several Fro-Joy shots over WGJ in the past.

Program, primarily popular music, packs quite a kick for a local. Rose does the most punching, leading with solos and counterpoint with harmony, as one of the "Three Shades". He has a high tenor, handled in a manner which indicates training that the average pop warbler lacks. In itself, the voice is not a great one—tone is rather metallic and volume only fair—but Rose squeezes a lot out of it. He takes a high note smoothly.

For some reason, Rose's voice does

not sound as good when he works with the trio. He sings too much here, as a matter of fact, orchestra should be given one of his spots.

Band, called the Fro-Joy, dishes up a pleasing brand of syncopation, with a trumpet player standing out. Unit is not as large, perhaps, as several others heard here, but it does well nevertheless.

Trio harmonizes smoothly, albeit voices of present group do not blend as perfectly as did those of the combination David Buttolo first organized for an NBC sustainer. Piano Pals fill several solo spots and also furnish some of the accompaniments. They are a competent duo for pops.

In keeping with tempo of the program, Chester Vedder high pressures the announcing. Advertising is strongly worded, but there is less of it than is customary on a WGJ shot—for which listeners should be grateful.

Stanza unwinds on Friday night, so that sponsor may cash in on week-end cream trade. Jaco.

FRIDAY FROLICS
Marie Gerard, Walter Ahrens, Velvetones, Dale Wimbrow, Jack Douglas, George Shackley, conducting
Comedy, Songs,
30 Mins.
Sustaining
WOR, Newark

With the pathetically misplaced crossfire intended to pass for comedy eliminated, this late Friday evening stanza would shape up as swell package of entertainment. In Marie Gerard and Walter Ahrens it has a couple of ear-tickling voices, and the same qualification goes for the harmony laid down by the mixed trio billed as the Velvetones. For the baton of a studio combo George Shackley does handsomely by the latest melodies from the Tin Pan Alley mill. Musically, the program's producing hand show that it has the nimble touch for radio fare of this type.

Pair who with their chatter interludes get in the way of a good musical show are Dale Wimbrow and Jack Douglas. If anything they reveal an exceptionally unhappy patter for picking the worst in nonsense material. During one of the patter interpolations on last week's (13) program Wimbrow cracked, "We better pick another joke book, the one we're using is not so hot." It was one line, at least, that must have gone over solidly. Ode.

MR. & MRS. Sketch
5 Mins.
COMMERCIAL
WGY, Schenectady

Faulty from the angles of both entertainment and merchandising. Basic idea of script writer, and his treatment of it, appear ill-adapted to a morning broadcast, particularly to one sponsored by a furniture store.

Sketch pictures a man and wife, of rather 'rasy' dispositions, in a series of household 'adventures'. The pair (presumably in their late twenties), with their minor disagreements and open quarrels, are likeable, but they certainly are not appealing. If a comedy were given the title they might be entertaining. As is, the dominant note of irritability may leave a dark brown taste in the mouths of listeners at 10 a. m.

Players, unnamed, play their roles well—too well, in fact. It is reported that Gene O'Hare, who had some experience in stock and once played the part of the "Singer and Story Man" over WGY, doubles as author and Mr. O'Hare's sense of showmanship ought to tell him that a program sponsored by a furniture company should have a happy, homey atmosphere instead of a drab, depressing one. New furniture would make little difference in a place like that peopled by Mr. & Mrs.

Broadcast is loaded down with direct advertising, some of which is dragged into the dialog. Jaco.

HOUSEHOLD MUSIC BOX
Candeloro's Orchestra, with Theodore Ernwood
15 Mins.
COMMERCIAL
WCAU, Philadelphia

This quarter-hour, also carried by WABC, features a weekly presentation of tunes by popular composers, the latest introduced through a draw for mail requests. Show reviewed (9) featured melodies composed by Powers Gouard, director of the air cast.

Candeloro's unit, a salon outfit, flows in delightful style, but the show is badly marred by the vocalizing of Ernwood, whose spasmodic tendencies to ring off pitch are grating. Gouard's tunes were all very much French in genre, which allowed a monotony to creep in, since the repertoire was limited.

Best of the program was the hit from Gay Paree in 1927, "Je T'Aime Means I Love You," while the latest, "L'Amour Oublie," may have some merit. The program was the best of the program idea is that it prevents the show from including the pop songs which are murdered on most other efforts. Could have been a better choice than Gouard's music, since the program picked up too much sophistication to suit the advertised product, which happens to be a money loan service.

Show is spotted nicely on Monday evenings, and also it can't arouse a furor of excitement, it serves the purpose of holding a select audience. Pace is smooth and direction good.

EDWARD MacHUGH
"The Gospel Singer"
15 Mins.
Sustaining
WJZ, New York

Edward MacHugh, the gospel singer, comes from WBZ, Boston, into an NBC slot. His is a robust, mellifluous baritone, with a repertoire of strictly sacred songs—hence the billing—without unduly lulling the vital necessity for a certain type of conservative radio audience.

God-fearing, churchy hinterlanders, as well as the more urban disciples, must react generously to MacHugh's type of sacred harp singing. There was one manifestation of this via a little dedicatory poem which somebody in Wilkes-Barre had written to MacHugh and which preceded his Thursday a.m. (10-10:15) interlude.

Gospel songs make no compromise with their subject; they're out-and-out church numbers lauding the Delty. It may be somewhat surprising to the tin-pan alley students to find so much swingy melody in these oldies. They're all more or less uptight and righteous and by no means of the 'Abide with Me' school of slow, dirge-like music. That in itself is good showmanship, assuming that it's not mere accuracy that MacHugh ferrets out compositions of this character. Abel.

THOMAS STOKES
Political Comment
15 Mins.
Sustaining
WJW, Washington

Stokes, Washington political correspondent of the New York World-Telegram, pinch-hit in the absence of Columbia's regular insider on statesmanship, F. W. Wile. Most of the Washington boys are mature, authoritative, and make good speeches. Stokes belongs in that category.

Additionally, he has a liberal trend of mind which makes his remarks likely to appeal to the more reflective audience. He has the moral that broadcasting can afford to attract the higher elements of the citizenry. Land.

RADIO CHATTER

New York

Vance Campbell, baritone, doing his own announcing, and accompaniments on WMCB Wednesday and Saturday mornings.

Joe McElliot, CBS photog, learned all about it through a correspondent.

Ray Perkins doing a musical talk this summer with Billy Artzt. Will tour the hinterland with the cast including Shirley Howard, DeMarco Sisters, George Givot and Lew White. William K. Wells writing the book and Artzt the score.

Arthur Boran goes into the Park Central's Coconut Grove Apr. 30. Enrie Madara, actress from the Waldorf Astoria June 17.

Gertrude Ramsey, E.P.H. James' former secretary, now taking notes on Edgar Kobak. NBC's new general sales manager.

Bill Card, his health fully restored, back at NBC contacting traffic for the program department.

Leon Bescso offered 28 weeks with the Armour show in Chicago but elects to stay on at his current stand, the St. Moritz.

Don Bestor will make the Hollywood week with Jack Benny this summer.

NBC listened to something last week tagged a 'newsical'.

Don Lang added nothing with the organ for NBC's program board.

E. A. Rolfe's stay at the Paramount, N. Y., is for two weeks.

Edith Murray now making a swing of the Loew circuit, stops at the Gates, Brooklyn, this Friday (20).

Tony Wons didn't like the idea of an elevator pilot in the CBS building shutting the door on the columnist's surge and set himself to deliver a poke that didn't come off. An adjutant of the mikester intervened.

Walter Winchell discovered Dr. M. Sayre Taylor is the 'Voice of Experience'.

Billing of Martha Lawrence of Martha & Hal, WGY, as 'the Southern girl' is on the up and up. Her home town is Petersburg, Va.

Roger Sweet, WGY tenor, in a Troy hospital for a spell, suffering from an infected tooth.

Waldo Pooler's Franch-Canuck character in 'Joe & Eddie,' WGY sketch, is modelled after one he observed in a Bangor, Me., paper manufacturing factory, of which he then was personnel director.

On and off the air, the WGY bunch are kidding Announcer Chet Vedder about a cow he has on his farm at Niskayuna, outside Schenectady.

Cheerio (Charles K. Field) asking early-morning listeners to write him about local stations which announced the shift of his 'Musical Mosaic' from Tuesday to Friday night at 6.30 p. m., over WAAF and the NBC red network. Trying to check up on his supper-hour audience.

Ernest Cutting, former musical director of Broadway revues, is announcing a 'Broadway' recently introduced NBC Friday afternoon program of new talent. Alan Kent is the announcer.

Charles E. and George, 4 sons of George, are in New York City, headed alone to Toronto to visit their parents, away on tour.

Arthur Boran picked up for additional five weeks on Colgate house party.

Eddie Peabody on Pure Oil every Saturday will be guest star on Maxwell Show Boat this Thursday (19).

Pennsylvania

Nancy Martin, New Martinsville, W. Va., gal who made good in big city, has her first commercial on KDKA, Pittsburgh.

Son born to the Jimmy Murphys. He's publicity director and sports announcer on WIPB, Pittsburgh.

Frank Mullen, in charge of NBC's Farm and Home hour from CHI, a Pittsburgher.

Jack Bruce's band, formerly on KDKA, Pittsburgh, 'U. S. Trot' where they'll air over WJR.

Ernie Holst's orchestra slated to replace Lloyd Hunsley at William Penn hotel, East Liberty, shortly and also on twice-daily KDKA periods.

Hal Raynor, who writes most of Joe Penner's songs, in Pittsburgh visiting his in-laws. In private life, he's Rev. Henry Scott Lugel and his wife was formerly one of the Deuel-Sisters, of the Schuberts-revues.

Ruth Johnstone, staff pianist at WCAE, Pittsburgh, has finished her post going to Gene Lewellyn. Also a member of station's So-and-So trio.

Chauncey Tarsons, after a couple of months at KDKA, Pittsburgh, back to Chicago.

Lawsons Sisters, former harmony team at WCAE, Pittsburgh, plotting a comeback.

Daughter born to the Frank Mulloy. He's a. a. for WCAE, Pittsburgh, and mother is former Char-

lotte Shallenberger, singer for same station.

Sondra Lee, WWSW, Pittsburgh, band leader, and another local corky chef, planning a summer beer-garden.

Charles Wakefield Cadman's only air appearance during recent visit to home town was made over KDKA, Pittsburgh, on weekly Varieties program.

Sidney Rose, violinist, filling in for Billy Catzone on WCAE, Pittsburgh, staff while latter undergoes from recent appendicitis operation.

They're telling Stephanie Diamond, actress and announcer at WCAE, Pittsburgh, that her new hair bob makes her a dead ring for Claudette Colbert.

Darrell V. Martin, radio ed Pittsburgh 'Post-Gazette,' now being offered for engagements by WWSW Artists Service Bureau.

Heidi Harkness, WHAT tenor, joining the Meyer Davis unit at the Bellevue hotel, Philadelphia.

WCAU's new Columbia shows including 'Carlie' and 'London' the Knickerbockers, Pete Woolery and the Canadians.

Singing click in Philly is Thelma Kessler, who is scheduled for two sponsors after only three weeks in town.

Helen Grey, arousing comment for her unusual personalities interviews via WJLW, Philadelphia.

Norbert Conway, the theatre ticket czar, rumored backing Lou Grese in a new kind of band venture in Philly.

Albino Joe Moss lost his chance with Abe Lyman for a local spot. Bob Lightner may get the call for a hotel band and WCAU wire.

Jan Savitt setting records by turning out a complete disc series in two days, with a new unit and vocalists for the Ice Assen.

Jack Steck, WFSB children's program director, heading into Woodside Park for the summer airings.

Philly Morning Ledger's fold-up sends a radio department to the Philadelphi Post-Examiner.

Dorothy Dix dramatizations show of the WHAT outlet still holding up as the town's best produced series.

Rudy Vallee played a dance date for the Democratic Party at the Philly Convention Hall last Friday eve.

Manie Casks, WCAU public relations man due for a trip to Philadelphia next week, with boss Leon Levy.

Alabama

Tom Dailey, WAPL, Birmingham, has been selected as the most popular radio announcer in town but has resigned. Chuck Wright of WBRC was second. The poll was made by Andy Smith, 'News' radio editor.

New England

Melvin Stickles, engineer at WDEV, Waterbury Vt., is soon to make a trip to the altar.

A new show, WCAE, Burlington, Vt., has nearly as many listeners in northern New York State as it has in Vermont.

Paul Pelton and his orchestra are being sponsored over WSYB, Rutland, Vt., by the M. H. Fishman Co., chain store operators.

William Bartlett, heard frequently over WDEV, Waterbury, Vt., formerly a leader in New York City, Ill. health forced him to retire and after a few years in Vermont's mountains he has entirely recovered.

WCAE, Burlington, Vt., tries a frequency test program on the first Monday of each month with the engineers doing the announcing.

Pittsford, Vt., WABC, are sponsoring a weekly community program over WSYB, Rutland.

Burlington piano school (Farmington, Conn.) students heading off to WICA's New Haven studios for a malinee stint.

Florence Simmons, New London, latest soprano at WICC, Bridgeport.

Now that WIDE, the Union Assembly is transmitting through WICC Friday nites, it means that the Bridgeport station's outletting for four key waters: the others are WYOT, WDEV, WABC, New York; and WNAAC, Boston.

'Voice of Fashion' (Alma Detenbeck) vacationing from WICC, Bridgeport, but during an announcer of 'Three Bachelor Girls'.

Jack Atwood is out at Yankee network. He was production manager for WAAJ, Atwood received his notice several weeks ago.

waited until Shepard returned from the South and took the matter up with him on his return but to no avail. Going to and coming from Palm Beach Shepard's leaving off at Washington to sit in on the broadcast code board hearings.

WREI finds business for the first

(Continued on page 41)



MARGARET CARLISLE

Lyric Soprano

WLW Staff Artist

A versatile artist of the first rank, this Chicago girl has scored brilliantly both as a singer of operatic and musical comedy roles and as a concert pianist. She first came into prominence in 1927 when she was engaged for a European concert tour that included concerts before the royal families of both England and Sweden.

Two years later Ziegfeld discovered her possibilities and engaged her for a starring role in "Showboat". Eminent successful performances in such Broadway productions as "New Moon" and "Lena Rosa" followed.

In 1931 she captured the hearts of Londoners through her spectacular work in "Victoria and Her Hussar". Later she was again starred in London in "Casanova" and with Noel Coward in "Words and Music". Last summer she returned to New York to sing in a revival of Noel Coward's "Bitter Sweet".

From the sound of footsteps to a symphony orchestra . . .



talent and production facilities cover the gamut of radio entertainment . . .

89 Members of Radio Women's Club Not Well Acquainted with Sponsors

VARIETY's questionnaire on the proposition, "do fans know sponsors?" was distributed in Philadelphia at a meeting of the so-called Women's Club of the Air with 89 housewives answering. An additional 10 blanks were discarded by VARIETY because returned with only two or three answers.

As the first Women's Club tally in VARIETY's survey these 89 replies have been separately tabulated from an additional 72 replies obtained from other Philadelphians, although despite a few instances of discrepancy in familiarity the housewives are not much different from working girls and menfolks in the matter of reaction to commercial identification of well known programs.

It is, however, worthy of reflection that housewives belonging to a radio club for women should not be better acquainted with the bank-rollers of favorite programs. It is

again stressed that this survey is not a test of program popularity but rather a test of the radio listeners' knowledge of the product behind the show.

Clara, Lu and Em is a conspicuous case of being well known to the housewives and almost unknown to the general public group. Myrt and Marge and 'Rise of Goldbergs' hold fairly high in both groups.

Leadership varies hardly any-where between housewives and public. Amos 'n' Andy lead both groups and have Maxwell Show Boat, Boake Carter, Eddie Cantor, Ed Wynn for companions in the vanguard.

VARIETY's survey ends with this tabulation and will be followed next week with a summary of the survey which has included the following cities besides Philadelphia: Hartford, Providence, Burlington, Albany, Canton, Charlotte, Birmingham, Minneapolis, Indianapolis, Fort Wayne and Des Moines.

Program Sponsor Identification

PHILADELPHIA

GROUP ONE: Consisting entirely of housewives, members of the Women's Club of the Air, questionnaires distributed at a regular weekly meeting.

(89 REPLIES)

	Sponsor Correctly Named	Sponsor Wrongly Named	Sponsor Not Known
Amos 'n' Andy	76	1	12
Maxwell Show Boat	68	1	20
Boake Carter	54		35
Eddie Cantor	54		34
'Rise of Goldbergs'	45		44
Ed Wynn	52		37
Clara, Lu & Em	40		49
Rudy Vallee	40		49
Myrt and Marge	34		55
Jessica Dragonette	24		65
Metropolitan Opera	23		66
Jack Benny	22		67
Phil Baker	22		67
Joe Penner	22		67
Burns and Allen	20		69
Wayne King Orchestra	17		72
Easy Aces	15		74
Edgar A Guest	14		75
Will Rogers	13		76
Paul Whiteman	10		79
Bing Crosby	9		80
'March of Time'	5		84
Harry Horlick	5		84
Casa Loma Orchestra	3		86
Olsen and Johnson	2		89

GROUP TWO: Questionnaires answered by 15 salesmen, 11 stenographers, 1 photographer, 1 porter, 3 managers, 5 newspapermen, 1 X-ray technician, 4 clerks, 5 accountants, 5 students, 1 laborer, 1 telephone girl, 3 lawyers, 1 waitress, 1 librarian, 1 messenger, 1 florist, 1 singer, 1 press agent, 5 housewives.

(72 REPLIES)

	Sponsor Correctly Named	Sponsor Wrongly Named	Sponsor Not Known
Amos 'n' Andy	68		4
Eddie Cantor	62	2	8
Maxwell Show Boat	59		13
Rudy Vallee	57		14
Boake Carter	54		17
Ed Wynn	52		20
Wayne King Orchestra	39		32
Myrt and Marge	38		34
Jack Benny	35		37
'Rise of Goldbergs'	35		37
Joe Penner	35		37
Burns and Allen	33		39
Bing Crosby	32		40
Metropolitan Opera	18		54
'March of Time'	17		55
Casa Loma Orchestra	17		55
Will Rogers	16		56
Paul Whiteman	14		58
Jessica Dragonette	9		63
Clara, Lu and Em	9		63
Olsen and Johnson	7		65
Harry Horlick	5		67
Edgar A. Guest	5		67
Easy Aces	4		68

Fels-Naptha Adds WGAR For Home Talent Shows

Fels-Naptha has added WGAR, Cleveland, to the list of stations on which the soap maker is using local talent. Contract is for two quarter-hour spots a week over a period of 26 weeks, with the Collegians trio furnishing the entertainment.

Account has Detroit also spotted for this campaign.

BREWER'S WIFE SINGS

Fort Wayne, April 16. Mary Berghoff will headline WOWO's biggest spring commercial, the Berghoff Hofbrau hour, it being a sort of family conclave since her husband heads the brewery. Socialite soprano has done other programs for the station, however. Connie Weaver is accompanist.

J. D. Fonda, former assistant advertising manager of Pennzoil and recently conducting radio surveys on the Coast, is at KHJ, Los Angeles.

C.A. Meeting May 2

Washington, April 16. Next session of the broadcast code authority has been postponed from April 25 to May 2.

Inability of various members to be present is the reason.

NBC Stations

Name Petry Exclusively

Edward Inc., Inc., been designated exclusive representative for stations KFI and KECA, Los Angeles, WIOD, Miami Beach and WFER, Baltimore. All of these are NBC affiliates.

Trade significance attaches to the incidents in view of NBC's recent invasion of the station representative field as a spot broker.

Petry recently signed two other NBC stations, WJR, Detroit, and WGAR, Cleveland.

Radio Exec in Frisco

San Francisco, April 16.

In town during the week were a number of radio execs including C. E. Wyle, sales manager of the Don Lee network, and Paul Rickover, production chief of KHI, who came up to oversee the Guy Lombardo show from KFRC for White Owl. Latter's singer-wife, Mona Lowe, was with him.

At NBC, Don Gillman entertained Phil Fox, owner of KDYL, an NBC affiliated station.

W. G. Martin to N. Y.

San Francisco, April 16.

W. G. Martin is transferring from A. H. Saxton's technical department at NBC, returning this week-end to the plant department of NBC in New York, where he was formerly located.

Being replaced by T. B. Palmer, who leaves Hearst's KYA. Another change in the technical staff will be an addition this Saturday (21) when Lester Culley, plant man, will be married to Elizabeth Fankhanel, non-pro.

HERE AND THERE

Aubrey, Moore and Wallace agency, Chicago, has Julian & Kokenge shoe company account of Columbus, O.

Bob Becker show renewed on dog food WGN, Chicago.

Kapp Times Square.

Keith-Bescher orchestra the Paramount club, Chicago, set for a WGN wire.

Lombardi Quartet, Kansas City vocal group, made its initial broadcast over WDAF Sunday night. Includes Rose Ann Carr, Latonia Barnett, Nancy Crawford, and Gladys McCoy Taylor, with El Roemer accompanist.

George E. Halley, has been appointed Chicago representative for KMBC, Kansas City.

J. T. Ward, general manager of WLAC, elected president of the Nashville Rooster Club.

Robert Frazz, film player, is airing the part of 'Theodore Roosevelt,' in the new 'Romantic Presidents' series over KMTR, Hollywood.

Los Angeles, put on a special program to celebrate the station's 12th anniversary April 13.

Ray Black moving the Anthony-Hubbard press service bureau from the Grieg-Blair-Splight offices, Chicago, to quarters in the heart of newspaper row.

Free & Steinger have switched to roomier space in Chicago.

Ed Veynon hopping around the midwest grabbing up business.

Al Short has moved back to Chicago from New York to join NBC production staff.

Kaspar-Gordon, Boston, has been named New England sales representative for WLBF, Kansas City, KFBI, Abilene, Kansas, KGGS, Coffeyville, Kansas, WBCM, Bay City, WGES, Chicago, and WHBU, Anderson, Indiana.

Sterling brewery, Chicago, ready to air a series of one-minute recorded announcements to hit on 10 midwest transmitters. Through the local Ruthrauff & Ryan agency, with RCA Victor studio here doing the disc work.

STORY, FIGHT BOTH WITH BAER

CBS, and Ruthrauff-Ryan agency are all trying to sell some client on the broadcasting of the Baer-Carnera activities June 14. Camel was among those approached by CBS about taking on the round version.

Ruthrauff-Ryan's idea is to precede and follow the fight with a series in which Baer would be cast as the hero. It would be on a schedule of three 15-minute evening periods a week, with April 30 the starting date. Script programs would originate from Baer's training camp in Atlantic City.

EASY ACES ON NIGHTS AGAIN

CBS has three accounts slated to switch from daytime to evening release in May. Starting the 2nd Easy Aces again gets a night time hearing with Wednesday, Thursday and Friday at 8:15 EST schedule. Same May 2 evening will unveil the Bi-Si-Dol stanza with Everett Marshall and Jerry Freedman's ban in the 8:30 to 9 slot, while Abe Lyman is set to take a parallel segment on the Wednesday schedule, beginning May 1, for Phillips Dental Magnesia. Latter two programs now follow each other on Columbia's Sunday matinee listing.

Bi-Si-Dol will fill the spot made vacant by Fletcher's Castoria the week before (25).

DYE'S 1-MIN. PLUGS

Chicago, April 16. Avlo Dye starts a series of one-minute announcements this week on two stations, KMOX in St. Louis and WDBF, Evansville, Ind. Will hit the transmitters five times weekly.

Account placed through Gall and Pletsch agency with A. T. Sears & Son doing the contacts with the stations. Announcement campaign will ultimately encompass 50 stations.

VARIETY GOES "HAYWIRE" at old parlor game!

From "RADIO SHOW-MANSHIP RATINGS"
—Variety, April 3rd,
Page 37

First Appraisal of Kind—
Stations Ranked on Basis
of Showmanship, Merchandizing, Program Creation, and General Popularity Within Own Community

DISCOUNT WATTAGE

VARIETY prints herewith the first attempt to rate individual broadcasting stations according to their standing within the radio advertising trade. Local showmanship and local station popularity are the yardsticks by which the stations have been measured.

For the present, ratings apply to stations in the following areas:

DES MOINES
1. WCC-WHO
2. KSO
3. NBC's 500-600-wattage comes in first. KSO, however, is alert and does a good local job.



MISSISSIPPI SHOWMANSHIP LOCATION Confidential: For Variety Only:

KSO spotted your dope sheet on local radio showmanship and had some 500 Des Moines listeners surveyed.*

56% say KSO is favorite station. 6% admit love for rival station. 38% are bigamous, love us both.

Now, Variety, get a load of this: These listeners list 94 favorite programs of which 16 are produced locally. 13 of 16 local favorites are KSO-produced shows.

KSO local shows received..... 604 votes.

All other local air shows got..... 17 votes.

We wouldn't have believed it, either. Here's a thought, Variety. Send a bird dog out here to investigate Des Moines local showmanship. His tri costs you nothing if we're all wet.

LOWDOWN ON DES MOINES

KSO savvies types of shows Des Moines wants. Originally had Des Moines Register and Tribune for angel, KSO, still sponsored by newspaper, now makes own sugar and spends good share of it for shows and stunts that Des Moines goes for in big way. Does a brodie now and then but moves so fast no one cares. (Penner, Baker, Harris, Duchin, Lopez and other blue names do KSO no harm).

Send for certified copy of survey.

Songs that stop the show!

NASTY MAN
HOLD MY HAND
MY DOG LOVES YOUR DOG
SO NICE
SWEET AND SIMPLE
SIX WOMEN (Me and Henry the Eighth)

FROM
THE
FOX
PICTURE
**GEORGE WHITE'S
SCANDALS**

MUSIC BY
RAY HENDERSON
 LYRICS BY
JACK YELLEN
 and IRVING CAESAR

FROM
THE
FOX
PICTURE
**BOTTOMS
UP**

MUSIC BY
RICHARD A. WHITING
 WORDS BY
GUS KAHN

WAITIN' AT THE GATE FOR KATY

FROM
THE
FOX
PICTURE
**STAND UP
AND CHEER**

MUSIC BY
LEW BROWN
and JAY GORNEY
 LYRICS BY
LEW BROWN

BABY TAKE A BOW
BROADWAY'S GONE HILL-BILLY
THIS IS OUR LAST NIGHT TOGETHER
STAND UP AND CHEER!
WE'RE OUT OF THE RED
SHE'S WAY UP THAR • I'M LAUGHIN'

FROM
THE
FOX
PICTURE
CAROLINA

WORDS BY
LEW BROWN
 MUSIC BY
JAY GORNEY

CAROLINA

MOVIETONE MUSIC CORPORATION

SAM FOX PUBLISHING CO., Sole Agents

NEW YORK 160 W. 45th ST. • CLEVELAND THE ARCADE • CHICAGO 64 E. JACKSON BVD. • LOS ANGELES 430 SO. BWAY.

Radio Chatter

New England

(Continued from page 38)

three months of 1934 to be 30% better than that for corresponding months in 1933.

WBZ pulled a fast one on the Yankee week. Home from the training camps and opening the baseball season here last Friday the local NBC unit had members from both teams make their first off-diamond appearance. The Yankees net is broadcasting the games.

Vic Whitman, who is WBET's Charley, of Charley and Willie, journeyed to New York Friday with Nick Parkyakakos to team up with Warren Hull in a new air act which they auditioned for Mort Milman.

Pacific Northwest

Mitscha Pelz, musical director, and Myron MacCamie, office manager, KGW-KEX, answered call of the wild as fishing season opened April 6th. Both report fine ride to and from, but no fish in lake.

Seventh Infantry Band of Vancouver Barracks presented special half-hour program of band music in commemoration of Army Day. Officers of the Barracks made address—over KEX, Thursday night, April 15th.

Place of the Nations—endurance dance marathon being held at local Ice Coliseum, broadcast remote each day of week over both KGW and KEX. Sizable crowds in attendance so far, with usual set-up that goes with such carnivals. Bob Tomlinson, KGW announcer, working the remote, was mistaken for a dance-weary contestant the other night, a kind lady asking if he "cared for some warm milk."

May primaries in the state of Oregon are causing much activity around the KGW-KEX studios. Aspirants for office are battling for time allotment with the repit (happy, according to Carey Jennings, sales manager) that many applicants are unable to be accepted.

Al Pearce and Gang coming to Portland—April 16th for one week's show at local Broadway theatre—

will make NBC broadcasts from there through KGW. California and Mexico beckoning two KOL Seattle, staff members for vacation. Wen Niles, announcer, and Ivan Dittmars, musical director, answering with two week trip. KOL Seattle installs new control console—complete triplicate equipment, new wide range amplifier, last word, et al.

New radio stars on KOL Seattle: Williams sisters, singing trio; Jay trio, two brothers and a sister; Frankie Ayres, ballad singer. New radio characters: Don Fringle as Little Hector; Frank Anderson as Madame Booboo.

North Carolina

WBT, Charlotte, N. C., is starting a new Ionized Yeast series on Mondays, Wednesdays and Fridays. The program is a five-minute transcription.

Marie Davenport was forced to miss one of her Betty Moore programs because of the serious illness of her mother, Mrs. J. H. Davenport, mystic of WSOC, Charlotte, N. C., making personal appearances this week in connection with the Claret Spring Frolic and Circus. Hubert Hitch, salesman for WBT, Charlotte, N. C., has resigned to join the Firestone Tire and Rubber Company.

Frank Radio and Supply Company presenting Frank Luther and his Sylvanians twice weekly over WNCN, Asheville, N. C. Al Gier, secretary of WNCN, Charlotte, N. C., programs, is also a star halfback on the gridiron. He is warming up with the Charlotte professional "Bantam" team in spring practice.

Bo Bufort and Bill Elliott, performers on WBT, are man and wife. Eleanor and Jim series over WNCN, Asheville, N. C., have completed the six schedules programs and have been renewed for an additional six presentations at the request of several sponsors who participated in the first series.

Mayor Arthur H. Wearn, Charlotte, N. C., has joined the Foremost King Kool Kiddie Club, sponsored over WSOO, of that city. The mayor appeared at one of the local meetings in the special studios at the plant of the Charlotte Dairies, sponsors, and spoke to the youngsters.

Charles (Chuck) Crutchfield, announcer for WBT, Charlotte, N. C., is a former AAU ring champion, having fought in the lightweights. That is one reason he is assigned to the "Man on the Street" broadcasts, where "interference" of all sorts crops up. His mustache belies his fighting prowess.

Bon Marche Department Store, Asheville, has finally come to radio as a medium for advertising. They are sponsoring the quarter-hour program at 10:45 A.M. featuring Marjiah, who answers questions on love, investment, travel and personal problems.

Biltmore Radio Farms is to present a 15-minute program for kids beginning next week. The program on WNCN, Asheville, will be heard Mondays through Fridays, inclusive, and is being booked on a three months' contract. The exact nature of the program is yet to be announced.

Iowa

Adeline Dudley Parsons, WOC-WHO chatterbox, was married on April 7 to George R. Sullivan. Dorothy Fay, Lon Saxon and Paul Spor, radio artists, supplied the music for the candlelight ceremony.

KSO, Des Moines, got a call from the Economics Laboratory, Inc., twin cities, manufacturers of Sollax, at 12:30, sent their salesman by plane at 2:30, had an audition at KETP at 6:30 and the contract at 7:30.

Honoring the Des Moines Tribune, which won third in the N. W. Ayer typographical contest, radio station KSO, owned by the Register and Tribune, gave a 15-minute program in which managers of the mechanical departments of the paper were commended for their assistance in winning the award.

General Mills (Wheaties) has again contracted with WOC-WHO to broadcast from Des Moines all home baseball games of the Chicago White Sox and Cubs. There will be 150 baseball games from April 17 to Sept. 30. "Dutch" Reagan will handle the telecasts and has been in Chl. getting acquainted with Sox and Cub players and parks.

Oklahoma

Neal Barrett, KOMA, named president of the Oklahoma City Advertising club at the annual election. Series of 15-minute lectures by members of bar and judiciary delivered over KOMA every Wednesday evening at 8 o'clock, subject: The Relationship of the Bar to the Public.

Three youths whose amateur radio transmitting sets have been a source of fun, found real use for them in the flooded Wichita valley area Thursday and Friday. The little city of Leedy, Okla., was completely cut off from the outside world except for the short wave radio communications between these youths, Elmer Fields at Leedy, with station WBBK, was sending out emergency calls and relief information from Leedy. They were picked up by Ernest Neff at Rocky with station WBBK, and Earl Banks at Cordell with WABC. They relayed them to WKY and KMA stations at Oklahoma City, insuring an uninterrupted communication between the flooded district and the outside world.

F. W. Ward, Jr., KVOO, Tulsa, announcer, now heads the orchestra which has been recently reorganized and opens this week at the Club Royale in Tulsa. Larry McAllister, WKY, Oklahoma City program director, who recently completed an apparatus to produce sound effect of marching men, has his first opportunity to use it during one of the daily radio-plays sponsored by the John A. Brown Company. He had to speed up the mechanism, however, because the script called for the sound of dancing girls.

Earl Hull, WKY, Oklahoma City announcer and engineer, emerged from his winter hibernation at the WKY place on West 5th street. He announces sports results every night at 6 o'clock.

IN OLD BRAZIL

San Francisco, April 15.

Dwight Edwards Co. is sending its Airways Coffee for a twice weekly ride on the NBC western network, beginning May 7 with a pair of quarter hours "In Old Brazil."

Cast for the show which is handled by J. Walter Thompson agency, is Jose Ramirez, tenor; Ned Tollinger, Rita Lane and a six piece mambo combination.

MALAND WOC MANAGER

Des Moines, Iowa, April 16.

WOC-WHO has appointed J. O. Maland as manager, with executive offices in Des Moines. R. J. Palmer continues as president and D. D. Palmer as vice-president. Maland for three years has been sales manager, WOC-WHO, at Des Moines.

DRINKING CUP ON AIR

Individual Drinking Cup Co. starts a weekly script show on CBS May 7. Billing picked is "Dixie Circus," with the time 6:45 to 7:15 p.m. E.S.T.

Program will be fed to 11 stations. Young and Rubicam is the agency.

ARDEN SUMMERING

Elizabeth Arden brand of cosmetics is due for a summer ride on CBS as soon as the account picks a band.

Among the combos given a hearing todate for the spot is Don Bestor.

WRIGHT JOINS CHI NBC

Chicago, April 16.

Wyman Wright comes in to join the NBC production department locally. Wright was formerly on WWJ in Detroit.

HINDS STICKS WEST

Los Angeles, April 16.

Hinds Honey and Almond Cream will continue its Coast broadcasts until May when it will probably swing back to New York.

"Spokem" will continue using picture names to help the programs.

Peter Molyneux, editor and publisher of the Texas Weekly, now doing a nightly broadcast for WOAI, San Antonio, and also serving as the station's editorial adviser.

Orville Foster, KSO organist, gets a vacation because of sprained wrist.

Chas. P. Hughes Claim Lightly Taken in N. Y.

Charles P. Hughes, who sold "The First Nighter" idea to the Campana Corp., has advised NBC that he will bring suit for infringement if Palmolive soap continues to use the playhouse background on its tab-opera affair on that web's red (WEAF) Tuesday.

Hughes contends that program idea of setting the air version of a play or musical show within an imagined theatre was created by him and introduced through the "First Nighter" stanza.

Both NBC and Benton and Bowles agency, which has charge of the Palmolive session, assert that they are not taking Hughes' claims seriously. Hughes, they point out, can no more copyright a program idea than any one else, even if he were the creator of the show within a "playhouse" design, which, they say, they are prepared to refute. Benton and Bowles agency holds that the plan of Palmolive's Beauty Box Theatre does not impinge on the "First Nighter" scheme of breaking the show up into acts and that Hughes has, as much basis for his claim as Palmolive would have if it tried to take credit for being the first to air a tabloid version of an opera.

It's the fourth year for "The First Nighter" on NBC.

Radio Showmanship

(Continued from page 35)

Occasion as a whole didn't come under the heading of either enlightenment or diversion.

Ransom, the radio new for the Brooklyn Daily Eagle, had the first lick at the mike, and his threnody dealt with the "unprogressive dullards" running the broadcasting business and the apathy of the listener who scowled and muttered about the programs but did nothing in a militant way to change conditions. A real tragedy in radio, thought Ransom, was the indifferent attitude the broadcasters took toward bettering the sustaining class of program. For comedy relief Ransom parodied the electricity sponsors have of making the announcer spell out the name of their product and their mailing address. This also impressed Ransom as a major evil in radio.

With Aaron Stein, who doubles on the New York Evening Post from music into radio, the topic turned for a moment to education. Stein, made up for his lack of Ransom's glib delivery with a few original and pointed comments about the medium. In striving constantly to increase the range and number of its audience radio, he said, was overlooking the fact that it was strictly an intimate medium and that the advantage it had over any other public means of communication was this man to man appeal. Broadcasting, Stein added, was doing nothing to develop or exploit this indigenous angle but instead sought in its quest for materials to ape other fields of entertainment such as the stage and screen. Stein also had something to say about radio's failure to bring culture into the lives of the listeners.

Alton Cook, who came into radio about four months ago as columnist on the World Telegram, took a quickish course in his contribution. Radio, he bubbled, has made life more worth living for the sponsor who has chartered stage or screen ambitions. It allows for this playboy outlet and also relieves the drudgery of the daily office routine. Cook also cracked about air comics and old joke books and how his living room set helps relieve the boredom of unwelcome drop-inners.

For the signoff the boys for a chorus of good nights. They were joined by a girl who also yelled into the mike "Good night, mother!" It was all so lucky.

Baseball Ground-Breaker

Baltimore.

As a forerunner to WCBM's broadcast of all the home games played by the Orioles, burg's ball club, the station will air a pep meeting and quiz for today (17) with half a dozen sport scribes on hand to query management of team on its view of chances to snag the '34 consolation. Couple of club's hurlers will also be present to perform, one, a pianist, another, a warbler.

JACK PEARL SHOW PLUGGING S. B. TEA

Standard brands' Wednesday night spot on NBC with Jack Pearl and Peter Van Steden will undergo a change of commercial billing with the May 2 broadcast.

Royal Gelatine tag will be dropped and the packer's tea brand assigned for plugging. To avoid confusion with the food combine's coffee brand, the label will be changed from Chase and Sanborn Tea to Tender Tea Leaves.

Fogarty to Chi

John Fogarty, following the close of his current week's engagement at the State, New York, will transfer his base of radio and personal appearance operations to Chicago. NBC's Chicago division has the tender slated for an extensive build-up under the billing of "The Fireside Minstrel," as well as guest appearances on several commercials. From Chicago Fogarty's new sustaining time will be 10:15 p.m. C.S.T., or the spot following Amos 'n' Andy. James F. Gillespie, the tenor's manager, will settle down with him in Chicago. They figure on remaining there at least for the duration of the World's Fair.

Foster M. rooks of Brooks and Pierson KSO Des Moines, married to Loretta M. Mayer of Louisville.

ABE LYMAN

AND HIS CALIFORNIA ORCHESTRA COAST-TO-COAST

WABC SUNDAY, 3:30 p. m.-5 p. m. WEAF WED., 8:30 p. m. 9 p. m.

Isham Jones Orchestra

COMMODORE HOTEL NEW YORK

Tuesdays, Thursdays and Fridays, 11:30-12 P.M.; Saturdays, 11-11:15 P.M., coast to coast, WABC

Direction Columbia Broadcasting System

HOTEL PIERRE JACK DENNY

AND HIS ORCHESTRA

Cenoco Oil Wed., 10:30 P.M. WJZ Fri., 8:30 P.M. WJZ Sat., 12 Midnight Mon., 11:30 P.M. WJZ Tues., 12:30 A.M.

fred allen's

HOUR OF SMILES WITH FORTLUD HOFFA JACK SMART EDWIN DENNIS LIONEL STANDEE MINERVA PIGGS EILEEN DOUGLAS LENNIE HAYTON'S IFANA THOUBADOURS

Material by Fred Allen and Harry Tugend Management Walter Batchelor Wednesdays, 5-10 P. M., W. T. T.

WJZ

THE SIZZ- LERS

IMITATED BY MANY EQUALED BY NONE

For Further Information: MARSHALL KEMP, NBC Artist Bureau, Radio City, New York City Personal Director, CHARLES A. SAYNA

FRANK PARKER

Featured Soloist A. & P. GYPSIES

GENERAL TIRES

First Tenor with THE REVELLERS

Initial Stage Appearance PARAMOUNT, NEW YORK This Week (April 13)

"The Singing Lady" IRENE WICKER

4th Year for W. K. Kellogg Co. All Material by Irene Wicker Made by ALAN GRANT N.B.C.—WJZ 5:30 Daily

EMERSON GILL

AND HIS ORCHESTRA

WTAM NBC Nightly Monday 1 P. M. Saturday

nick lucas

WABC NETWORK, WEDNESDAY, 11 P. M.—FRIDAY, 8:30 P. M. COLUMBIA BROADCASTING SYSTEM

LANDT TRIO and WHITE

EARL, WASHINGTON (Week April 13) WEAF Nightly 9:15-9:30 A. M. Management NBO ARTISTS' SERVICE

New Business

HARTFORD

Spencer Shoe Stores, Inc., six announcements, Monday, Wednesday, Friday. Placed by Broadcast Advertising, Inc. WTIC.

Charles B. Knox Gelatine Co., Inc., 13 weeks, announcement 7:30 p. m. Wednesday, 10 a. m. Thursday. Placed by Federal Advertising Agency, Inc. WTIC.

First-Brace Company, Inc., 13 weeks, Tuesday, Thursday, Saturday in Radio Bazaar, 9-9:30 a. m. Placed direct. WTIC.

Socony-Vacuum Corporation six announcements, 7:15 p. m. Placed by J. Sterling Getchell, Inc. WTIC.

Man-Kind, indefinite period, Monday, Wednesday, Friday in Wrightville Clarion 6-6:30 p. m. Placed by Grant & Wadsworth and Camm, Inc. WTIC.

E-Zee Freez, 13 weeks participation in Mixing Bowl 10-10:30 a. m. Tuesday, Thursday, Saturday. Placed

by Lawrence C. Gumbinner Advertising Agency, W.C.

Old E. Whipple Company, five weeks, 6:30-6:45 p. m. Monday, semi-classical electrical transcription program. Placed by Charles W. Hoyt Company, Inc. WTIC.

Manchester Co-operative Program sponsored by Watkins Brothers, Inc., J. W. Hale Company; Mohr's Bakery; Warner Brothers State theatre, 13 weeks, 6-6:30 a. m. Thursday, organ recital. Placed direct. WTIC.

General Ice Cream Company, Inc., 13 weeks, 6:45-7:15 p. m. Monday, to New England Network; dance program. Placed by N. W. Ayer & Son, Inc. WTIC.

Corn Products Refining Company, Inc., 13 weeks, 4-4:30 p. m. Monday and Wednesday, 9-9:15 p. m. Friday, popular program. Placed by E. W. Halliwell Company, WTIC.

Carroll's Motor Company, extended sales, 12-12:15 p. m. Tuesday and Thursday to New England Network. Comedy script and quartet. Placed by Zimmer-Keller, Inc. WTIC.

New Method Laundry Corporation, 13 weeks, renewal, Tuesday, Thursday, Saturday in Radio Bazaar, 9-9:30 a. m. Placed direct. WTIC.

Newton-Robertson Company, Inc., 13 weeks, Tuesday, Thursday, Saturday in Radio Bazaar, 9-9:30 a. m. Placed direct. WTIC.

Outlet Maltary Company, Inc., 13 programs, Tuesday, Thursday, Saturday in Radio Bazaar, 9-9:30 a. m. Placed by Julian Gross, Inc. WTIC.

Rackfille Oil Company, Inc., 52 weeks, 9:15-9:30 p. m. Friday, semi-classical electrical transcription program. Placed direct.

Delite Products, Inc., 13 weeks, 10-10:30 a. m. Tuesday, Thursday, Saturday in Mixing Bowl. Placed by Broadcast Co. WTIC.

Psychiatric Motor Corporation, Dodge Division, 18 announcements, daily except Sunday. Placed by Ruthrauff & Ryan, Inc. WTIC.

Coleman Lamp & Stove Company, 26 announcements, Monday, Wednesday, Friday in Wrightville Clarion, 6-6:30 p. m. Placed by World Broadcasting System, Inc. WTIC.

Scott's Radios, Inc., 52 weeks, 9:30-10, Sunday, semi-classical electrical transcription program. Placed by World Broadcasting System, Inc. WTIC.

Charles Golden, Inc., 26 programs, 6:30-6:45 p. m. Wednesday and Friday, semi-classical electrical transcription program. Placed by World Broadcasting System, Inc. WTIC.

Capitol Motor Car Company, Inc., indefinite period, daily except Sunday, 5-5:45 p. m. Monday, Wednesday, Friday. Placed by Julian Gross, Inc. WTIC.

Auto Company, Inc., indefinite period, 11 p. m. Friday announcement. Placed direct. WTIC.



THE INTERNATIONAL BUFFOON

AL TRAHAN

PILOTING
The "Fastest Show on the Air"
The Terraplane
TRAVALCADE
SATURDAY, 10 P. M.
WEAF-NBC

Dir. CHARLES MORRISON

GRACIE BARRIE

"The Sweetheart of the Blues"

But above all it's got a little bundle of smooth personality in Gracie Barrie. Here is a beauty enhanced by an air of freshness. Combined with a lyrical voice is the fair to invest a song with emotional meaning and deliver it with salesmanship delivery. The reception that the girl received at the performance she caught wind indicate that the hub of The Passing Show of 1934 is Gracie Barrie.

HERMAN BERNIE
1619 Broadway, New York

ROY FOX AND HIS BAND

CAFE de PARIS
LONDON
B.B.C. NETWORK

RUBY NORTON

8th MONTH
STILL ON TOUR WITH
GREENWICH FOLLIES
JACK CURTIS
CURTIS and ALLEN
Palace Theatre Bldg. New York

LEON BELASCO

ARMOUR PROGRAM
9:30-10 P. M. FRIDAYS
MON., FRI., WED., 12 MIDNITE
Consol-to-Consol
Nighly St. Moritz Hotel, New York
Sole Direction HERMAN BERNIE
1619 Broadway, New York

three months. Direct.
WRAX.
Shell Eastern Petroleum, spot announcements, for indefinite period. Direct. WFI.

Car Wood Oil Burners, weekly spot announcements. Direct. WFI.

U. S. Gutta Percha Paint, spot announcements, placed by J. Walter Thompson agency. WFI.

Wright Company, spot announcements, indefinite period. Direct. WFI.

OMAHA

Don Leon O'Connor, one-minute transmissions 100 times, began April 9. Placed through Russell Comer Co., Kansas City. WOV.

Ford Motor Co., announcement daily, April 23. Through N. W. Ayer & Son, Inc. WOV.

First National Bank, 13 announcements, staggered times, began April 9. Placed through Bosell Jacobs, Inc. WOV.

Dietary Foods Co., Dietene, one minute daily, except Sunday, three weeks, began April 9. Announcement, daily, except Sunday, three months, began April 6. Sendol Co., cold remedy. Announcement daily, except Sunday, one month. These three of Be Baxter's home-makers broadcast. WOV.

Maybelline Co., Chicago, eye cosmetic, transcription announcements, 13 times, began April 9. Through Scott, Howe, Bowen, Inc. WOV.

Mid-Continent Petroleum Corp., 52 one-minute transmissions, between April 8 and 10. Through H. J. P. F. Peterson Bakken Co., 58 announcements, April 8 to June 30. Through Earl Allen Co. WOV.

Psychiatric Motor Corporation, Dodge Division, 18 announcements, daily except Sunday. Placed by Ruthrauff & Ryan, Inc. WOV.

Nebraska Clothing Co., 15 minutes daily, except Sunday, began April 2. Program of music from World Transcription Co. KOIL.

Coca-Cola, Fur Co., three announcements, daily, except Sunday, began April 13, for one year. KOIL.

Paxton & Gallagher, Butternut Coffee, 15 15-minute programs, three times per week, began March 28. Robert J. Jumble and Jack, dialog. Also two announcements, daily, except Sunday, April 2-27. KOIL.

Goldstein-Chapman Co., four announcements, daily, except Sunday, beginning April 22. KOIL.

Gillette Razor Blades, two announcements, daily, except Sunday, 35 times, began April 2. Through World Broadcasting Co. KOIL.

Jaap Battery & Tire Co., announcement daily, for five days, began March 24. Announcement daily for four days, began April 9. Through World Broadcasting Co. KOIL.

A. Y. McDonald, 15-minute transcription, April 1, 5, 15, 22. Through Bosell & Jacobs, Inc. KOIL.

Phillips Petroleum Co., announcement daily, April 3-9. KOIL.

Stor's Brewing Co., announcement Mondays, Wednesdays, Fridays, April 9 to May 7. Through Buchanan Thomas agency. Renewal. KOIL.

Stor's Electric Co., two announcements, daily, April 5 to 12. KOIL.

Cleveland Studios, commercial photographers, announcement daily for one month, began April 2. WAAW.

Winsett System, announcement daily till April 13. Third renewal. Through Earl Allen Co. WAAW.

Nichols Manufacturing Co., Bulldog Cleaner, announcement daily, began March 26 for one month. WAAW.

Miner Anti-Bloating Co., 15-minute musicals, three minutes daily, except Sunday, began March 26 for one month. Through Buchanan Thomas agency. WAAW.

Electric Manufacturing Co., burial vaults, announcement daily, except Sunday, began March 26 for one month. WAAW.

Charles Newman Co., rug cleaners, announcement daily, except Sunday, for two months, began March 26. WAAW.

Harding Ice Cream Co., half-hour program, each week for two weeks. New sponsor for one of the Big Brother Club daily broadcasts. Through Beaumont Hohman Co. WAAW.

Optis Motor Co., Ford dealer, announcement daily for one month. Through Buchanan Thomas agency. Renewal. WAAW.

Kellogg Sales Co., Pep, three minutes daily, except Sunday, one month, beginning April 16. WAAW.

PORTLAND, ORE.

Deight-Edwards Co., 15 minutes, transcription, once weekly, 26 times, through J. W. Eccleston Advertising & Sales agency, Los Angeles. KGW.

Farmers Dairy Association, 15-minute program every Wednesday,

one year. Through Associated Advertising Service, KGW.

Pendleton Woolen Mills, sponsorship of baseball games, Pacific Coast League, t'n, local account. Through Gerber & Cressley agency. KEX.

Burnet Motor Co., 13 announcements, month to month, announcements on baseball broadcasts, local account. Sold through station. KEX.

Broadway Cab Co., announcement on every game at home and away, announcements on baseball season broadcasts, local account. KEX.

BOSTON

Rose Lathrop Co., 26 five-minute programs starting April 16. Through Kelley, Nason & Roosevelt, New York. WEEI.

Van Heusen Collars, 16 15-minute programs, starting May 1. Through Peck Advertising agency, New York. WEEI.

Shell Eastern Petroleum Products, 10 announcements started April 13. Through J. J. Thompson Co. New York. WEEI.

William Filene's, announcements, starting April 23. WEEI.

Leucodons Cleaners & Dyers, 24 announcements, started April 9. Through Eddy, Rucker, Nickels, Cambridge, Mass. WEEI.

Filshury Bros., 10 Mile Co., Minneapolis, 30 five-minute programs, through Hutchinson Advertising Co., Minneapolis, starting April 24. WNAC, WDR, WMA, WDR, WICC, WFEA, WNDH.

Maybelline Co., Chicago, 18 announcements on "Merry-Go-Round", started April 9. Through Scott, Howe, Bowen, New York. WNAC.

World Radio Corp., 355 condensed weather reports, started April 9. Through Harry M. Frosy, WNAC.

Penn. Tobacco Co., all home baseball games of Boston Braves and Red Sox (except Sundays), started April 13. Through Ruthrauff & Ryan, Inc. New York. WNAC.

John W. Murray, Inc., 54 five-minute programs started March 23. Through Ingalls Advertising, Boston. WNAC.

Sportsmen Show, seven announcements, started April 9. Through chambers & Wiswell, Boston. WNAC.

First Church of Christ, Scientist, three 15-minute programs, started April 15. WNAC.

Permacorn Bakery, 26 15-minute programs, started April 15. Through David Malkiel Advertising agency, Boston. WAAW.

French Lick Springs Hotel Co., 26 announcements, started April 10. Through H. W. Kastor, Chicago. WNAC.

CHICAGO

Dodge Bros. Corporation, series of 10 two-minute dramatized announcements daily except Saturday and Sunday. (Ruthrauff and Ryan agency). WLS.

United Remedies (Germania Herb Tea, Colobark, Addine), Chicago, series of 30-minute programs daily except Sunday at 7:00 a.m. (Heath Seelhoff agency, Chicago). WLS.

United Remedies (Peruna) Chicago, series of 15-minute programs daily, except Sunday, at 3:15 p.m. (Heath Seelhoff agency, Chicago). WLS.

Dr. Miles Lab., Elkhart, Indiana, for Alka-Seltzer, has contracted for series of 15-minute programs at one p.m., Monday, Wednesday, and Friday, with Uncle Ezra as talent. (Wade agency, Chicago). WLS.

John Morrell Company for Red Hot dog food has entered contract for 13 weeks for three five-minute programs weekly. (Henri Hurst and McDonald agency, Chicago). WLS.

United Gas Company of Chicago for Dri-Gas has taken five 15-minute programs at 6:45 p.m. on Saturdays. Company has also contracted for eight additional broadcasts after the above series, the time to be arranged later. (Wade agency, Chicago). WLS.

Ree Motor Car Company, Lansing, Mich., series of 13 one-minute announcements daily, except Saturday and Sunday, at 1:00 p.m. (Maxon agency, Detroit). WLS.

Nichols Manufacturing Co., series of 15-minute programs daily, except Sunday. WGN.

Dodge Brothers, series of 15-minute musical programs, Monday, Wednesday and Friday at 9:30 p.m. (Ruthrauff & Ryan agency). WBBM.

Davis & Shaw Furniture Co., 25 one-minute announcements in connection with temperature service. KOA.

Doran Coffee Co., 28 time signals, four daily. **Crazy Water Crystals**, three 15-minute programs weekly. KLZ.

Golden Eagle Dry Goods Co., 26 15-minute programs, three a week. KLZ.

Cramer Foot Comfort Store, 26 spot announcements. KLZ.

Miller Groceries, three 15-minute programs, KLZ.

Honeydew Cosmetics, 15 minutes daily, one year. KLZ.

CHARLOTTE, N. C.

Caroline Office Supply, Charlotte, N. C., 52 one-minute announcements daily except Sunday, beginning April 7. Placed locally. WBT.

Mills Auto Service, Charlotte, N. C., 52 one-minute announcements, daily except Sunday, beginning April 7, 1934. Placed locally. WBT.

Mayo's (Crane & Crane Cluses), Charlotte, N. C., continuation series of 52 one-minute announcements, Wednesdays, Fridays and Sundays, beginning April 8, 1934. Placed locally. WBT.

Tomlinson series of one-minute announcements, Tuesday, Wednesday and Thursday evening beginning April 17, 1934. Placed by Houch & Co., advertising agency, Roanoke, Va. WBT.

French Lick Springs Hotel Co. (Flute Water), four weeks, starting April 10, Tuesdays, Wednesdays, Thursdays, five minutes, health talk. WOR.

Pioneer Ice Cream Brands, Inc. (Horton's), 23 weeks from April 20 to Sept. 21, Friday nights, 8:30-9. (Continued on page 44)

NEWARK, N. J.

French Lick Springs Hotel Co. (Flute Water), four weeks, starting April 10, Tuesdays, Wednesdays, Thursdays, five minutes, health talk. WOR.

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Squawk Is Heavy as ASCAP Boosts Rate of 4 B'way Nite Spots 1,350%

Broadway's four major dine and dance spots, the Hollywood, Paradise, Palais Royal and Casino de Paree, are battling with the American Society of Composers, Authors and Publishers over the new music license fee of \$4,800 each assigned them by the rate committee of the performing rights combine. In each case the revised rate represents a boost from \$300, or 1,350%.

Restaurants have until May 1 to pay. With the exception of the Casino de Paree, the nite spots have declared that they will not consider paying anything above the old fee. Management of the Casino de Paree has offered to compromise at the rate of \$1,800. Yermi Stern, representing the Cafe de Paree, appeared with this proposition before ASCAP's rate committee last week and was told that the counter offer would be taken under advisement. Billy Rose, part owner of the Casino de Paree, attacked the \$4,800 rate, as arbitrary and unjustified. He averred that as an AA ranking writer in the Society he was interested in seeing that the organization got all that was coming to it, but added that in these cases ASCAP was over stepping itself.

Imposition of such fees without rhyme or reason, declared Rose, would not only incur added ill will for the Society but involve it in a swamp of lawsuits. Tactics of the rate committee, he said, has already been responsible for considerable dissension in the society itself.

Rose's Compromise
As for his own spot, Rose said the offer of \$1,300 was extremely reasonable, since it represented an increase of 400% over the old rate.

Rose scored the Society as trying to take advantage of the four Broadway restaurants, particularly in view of the fact that ASCAP has assessed a \$50,000,000 hotel like the Waldorf Astoria only \$1,500, and is collecting around \$500 a year from such Broadway houses as the Capitol, which, he said, has done as high as \$100,000 a week. Casino de Paree has been grossing around \$35,000-\$40,000 weekly.

New Business

(Continued from page 43)

'Horton's Varieties of 1934,' Slim Timblin, Green Room, Cavaliers Quartet, Vee Lawnhurst, Warren Hull, WOR.

Eastern Nu-Enamel Co., 13 weeks, starting April 9, Monday, Wednesday, Friday mornings, and Tuesday and Thursday afternoons, five minutes each, 'The Cheer-Up Club,' recorded, WOR.

American Gold Buying Co., 15 minutes, seven days a week, WNEW.

Purulator, six minute announcements a week for three weeks, recorded, WNEW.

Cystea Patent Medicine, 26 weeks, 15-minute recorded sketch, 'Newspaper Adventures, Thursday nights, WNEW.

LOS ANGELES

May Company, KFAC, nightly, except Saturdays, 7:30 to 7:45, 'Wonder Hour,' Dr. Clinton Wunder giving advice and counsel.

Horton & Converse, 'Doctors Courageous,' dramatic mon, Tuesday, 7 to 7:30 p.m. (National Advertising agency), KFAC.

King's Outfitting Co., 11:30 p. m. to 7 a. m. daily, recorded, 7:15 p. m., 'All Night Serenade,' KFAC.

Breeze Funeral Parlors, daily except Sat. and Sun., 8:30-8:45 a. m., Sat. 7:30-7:45 p. m., male quartet, KFAC.

Colonial Dames, daily except Sun. 10:45-11:15 a. m., Bess Kilmer's Household Hints, KFAC.

NEW YORK

I. J. Fox, Inc., 13 weeks, Tuesdays and Thursdays, 11-11:15 p. m., starting April 12, Through Peck Agency, WEAF.

B. F. Goodrich Rubber Co. (Tires), daily except Sunday through 'World Series' appropriate, 7-7:15 p. m., baseball resumes, starting April 17, Through Ruthrauff & Ryan, WEAF.

WINSTON-SALEM, N. C.

Disie Shoe Shop, daily spot announcement for one month. Placed locally. WSJS.

Bowen Piano Company, daily spot announcement for one month. Placed locally. WSJS.

Shoe Mart, daily announcement for one month. Placed locally. WSJS.

MUSIC NOTES

Mal Hallett and orchestra are booked for the Casino at Harbor Island, near Wilmington, N. C.

Gus Kahn and Walter Donaldson will write tunes for the next Eddie Cantor picture at United Artists. Pair currently at Metro on 'Operator 13.'

Song-writing team of Ahlert and Turk will be reunited in two weeks with Freddie Ahlert's arrival on the Coast.

Mel Snyder, in 32d week at Gibson Hotel, Cincinnati, establishing new record hotel.

Eric Charral is importing Werner Heymann from England to do the score for Fox Film's 'Gypsy Melody.' Sam Fox will do the publishing.

Tom Barry, back from Palm Island club, Miami, and touring Low circuit. Jack Hauser, formerly of Three Hauser Boys, his accompanist.

Buddy Morris is doing Chicago and Detroit by plane in a lookover of the Witmark and Remick branch offices.

Harold Flammer, who resigned March 21 as v.p. and gen. mgr. of G. Schirmer, Inc., has reacquired the publishing business of Harold Flammer, Inc. Pending establishment of permanent quarters the Schirmer house will continue as selling agent for the Flammer catalog.

Dave Bernie has the band assignment at the Chateau Cresta, dine and dancery located in the Park Avenue belt.

Jay Gorney and Dan Hartman are writing the lyrics and music for 'Lottery Lover,' Fox picture, on the Coast.

Mills Blue Rhythm band booked for three weeks at the Kentucky Hotel, Louisville. Will make the first colored aggregation to fill the spot during the Derby furore.

LOOP AUDITORIUM O. H. GOES CASINO DE PAREE

Chicago, April 16. Auditorium, class opera house and concert stand, goes nite club after the fashion of the Casino de Paree in New York. Andy Rehor takes it to rip out the seats and put in tables for an around May 15.

'Ballet Russe,' last of the legit shows.

CLEVELAND ALSO GETTING CASINO

Cleveland, April 16. Seats have been torn out of old Terminal burlesque house, making way for a long bar and dance floor, with promoters plotting to make it Cleveland's first Casino de Paree.

Syndicate of niter and burly theatre owners is backing the project, slated to open before May 1. Temporary name for it is the Hollywood Frolies, and a two-bits minimum is planned.

Warren B. Irons, manager of spot during its burlesque days, remains. Edward Flannigan is owner; George Young, who manages Roxy burly, its general manager, and Nick Pinardo, angel of Backstage Club and a dozen other niteries, is reported to be putting up majority of the capital.

HYMN TO SNIFFER

Teddy Powell, the bankman, has collaborated on 'Schnozzola' with Dave Oppenheim and Ira Schuster for Kornheiser-Schuster publication. While song reminds of Jimmie Durante there is no cinematic or other hookup along those lines.

Campbell-Connelly have taken Tony Rockwell's subside company's song 'Little Dutch Mill,' under the imprint of Select Publications. Like his former partner, Rockwell also has a subside music pub venture under the Select label.

J. R. Lafleur & Co., Ltd., London music publishers, have taken over the British rights to some of the writing Mills subside company's catalog, known as Exclusive Publications, Inc.

Inside Stuff—Music

Joe Morris' petition for a lift out of class C was turned down for the fourth time by the publishers' ranking coterie of the American Society of Composers, Authors & Publishers. In his argument Morris pointed out the inconsistency of his position in light of the fact that the writer (Charles Tobias) of two of the Morris hits of the past year, 'Valley of the Moon' and 'Good Night, Little Girl,' had been advanced by ASCAP's writer classification contingent to AA.

Morris also called attention to the fact that hosts of numbers in his catalog of 2,450 copyrights are in constant use over the air. As a double AA sharer Tobias' dividends from the Society almost equal those of the Morris firm.

At the last revision of ratings Donaldson, Douglas & Gumble was among those given a boost. This firm went from B to BB. Among the writers raised was Peter DeRose, from BB to A.

Under Jerry Vogel's 'friendship' deal with George M. Cohan, Frank Crumit Songs Co., of which Vogel is general manager, has brought out 12 Cohan old-time songs. The copyrights having reverted to Cohan after the original 28 years of the first copyright protection, Cohan ceded them to Vogel's company for publication.

Besides the dozen, Vogel's company (F. B. Haviland Co. selling agents) has issued two new ones by Cohan, 'Indians and Trees' and 'What A Man,' later dedicated to President Roosevelt with proceeds to the President's Warm Springs (Ga.) foundation.

For some reason the bottom dropped out of the sheet music market in the past week. Nothing's selling commensurate with its ether plug popularity.

England is unique because of its facility to record names. For a time the Boswell Sisters had a vogue, Marion Harris, Ted Lewis, Whiteman and the rest; now it's Bing Crosby for whom there is a great demand because not only of his disk recordings but also the talkers which have been percolating into England in recent months. Crosby is due for some British personal appearances as soon as he can get away.

A manifestation of this unusual loyalty towards disk names is the manner in which the London bookers have been after Fletcher Henderson (colored) who had enjoyed some vogue in America, but which had become antiquated with conditions and the like for some time. However, abroad, they remember Henderson and, as a result, he is going over on an English music hall tour.

Phonograph disc makers are still trying in vain to tie up some radio commercial program into a home platter. They've tried every type of deal to get name programs, such as the Fleischmann or the Ford shows, but either the talent or the sponsor steps in to queer the picture.

Talent cost is the usual sticking point with neither the disc maker nor sponsor willing to shoulder the charges for the job, even on recording direct from the broadcast wires. In simultaneous recording the musicians' unions demand upped returns.

NIGHT CLUB REVIEWS

WALTON ROOF

Philadelphia, April 11. After a 30-so season this hostelry finally opened up wide to admit Lew Pollack, the song scribbler, and an ace talent force. Pollack was given newspaper ads and heavy billing.

Classical rectangular in shape, seating 350 nicely, with right side table elevations. Dance space very ample, bandstand raised prominently at front center. Decorations remain the same, stilted ceiling effect, dimmed lights, and gives off an intimate atmosphere for a large room. No cover at any time here, but tariff rates a minimum at \$2.50. Cuisine good, but not the best in town, while the liquors rate okay at fair prices.

Vincent Travers band stays, and does the usual excellent job. Unit has tremendous local following for dancing. Floor show opens with a tap trio in Young, Blair and Page for a fast start. Helen Ware, neat red-ticks and soprano warbler, warms the mike for a good job, with the society dance team of Stillman and Gurney, getting troy spot. Duo works very smoothly and keeps an encore hand. Beck follows with an okay Harry Langdon bit which leads into a wovom comie drum business. Florence Robinson, doubling from the Royal Theatre, taps her way completely into the only showstop of the nite which leads her into an uncanny mimicry of Tom Patricola.

Show takes on a torrid aspect with Thais, a fan dancer who out-Sallys Sally Rand. Although the act gets plenty of word-of-mouth publicity, it makes no impression, good execution notwithstanding. Lillian Gordon, a blues vocalist, lends the right seventh inning touch, and Clark and vocal, an adagio, put up the action with a flash turn. Consuela Gonzalez, a peppery Spanish songstress, makes a big-nice entrance next, but flops with a couple of poor second offerings. Repeats feature the Stillman Gurney team and Thais. Whole show takes over 60 minutes, but the time flies. Another week, with Pollack continuing to inform m.c., should hand this room the bouquet for the best nite club entertainment in town. Of course the ensemble finishes the work with chorus arrangement 'Angelina,' with the composer at the piano.

Up to date, since Philly's niteries have suddenly gone Broadway, this spot is fast becoming the old clientele; the show is tops in town. Pollack has lots of local friends, and should do plenty of biz.

Gosch.

Mt. Royal Rathskellar

Baltimore, April 18. Located in the uptown Mt. Royal hostelry, this spot has been opened right in the teeth of the threat of approaching summer and when the heat waves come this crunchingly close room is going to be well-nigh unbearable. Management professes plan to bridge the summer months, but it's going to be difficult. Rapidity, with which the place has ostensibly caught on probably due to trip-hammering the press with incessant advertising.

Far north of loop district, palpably drafting in the main from northlanders, and, judging from capacity mob in attendance nite (Saturday) was patronized mainly by fledglings—college lads and younger, with their equally youthful drags.

Room is uncomfortably long, lined, with sheetings of billowed satin packed up around the eaves; walls are quietly toned blue. Bandstand is poorly placed, converging too far onto dance floor. Seats 225, with no covert, but an ace minimum week-end. Food and drink moderately tariffed.

The eight-membered ork, Gene Smith's, dishes an attractive grade of dancipation, but on direct analysis the floor talent rates n.s.g. It would take a callous-skinned temperament to smile smoothly against the inattention with which the mob rewards any efforts, any how. And what was tougher, those who did bend the ear-n-orb cat-called and traversed everything but the hoofing, although two inebriates did undertake to essay the hoofing.

Brutal breathing, that sort of re-echoing and re-echoing, the management didn't appear to make any effort to stanch it, rather letting the larking youths enjoy themselves as they elected. Also, the manager, George Combs, Jr., does an amuse and his single entertainment under taking, a crooned ditty, snags by far the largest slice of applause. Un-

deservedly, but maybe the mob was a flock of pals.

Most legitimate artistry uncorked was Ginger Warren's two chores, a snake-hippy strut and a rhythm tap; Marcy Sisters have a harmony chanting opportunity, but were rather inaudible in the din. Later the pair muskles a heated tempo via sax and banjo. Georgie Akers, a dramatic baritone, pipes a pair of pops, one of which, 'Wagon Wheels,' was a natural for the mob to seize and sing back at him with lampooned gestures.

If the bookers routed a fan-dancer into this spot, she'd tear it wide open. And that's the most quiescent and minute criticism that can be accorded this niterie. Schaffer.

Club Victor, Seattle

Seattle, April 14. Williams Sisters are holdovers at Lieut. Gov. Vic Meyers' popular Club Victor, where floor show policy is to change monthly. Clark Baldwin, m.c., has been 'holding over' for the past five or six months and still gets returns with his eccentric dance numbers. This week he goes 'em with 'Flying Trapeze.'

Each half of show runs 30 minutes. It moves fast and is quite hotcha. Other talent this month imported from S.F. and L.A. Williams Sisters open in clever song trio, voices blending nicely. They are known on the ether waves in these parts.

Dorothy Roberts brings spice and pep in her song number, followed with some peppy tap steps, too. She's a vivacious redhead. Kathryn Bessette proves really something in a fast tap dance, with her shimmering dress flaring about and adding to the fast-tempo impress. This act woke 'em up, and in the encore she demonstrated again how to shake a leg.

Georgine and De Henri have their own 'Caricats' with some hot head-to-head positions, and in second half of show are swell in adagio variations. Georgine also does solo acrobatic routine for returns.

Elsa continues to be at this night spot, being the most consistent in town. It's been hard to put nite clubs over here, but this one is over. Zyepp.

Portland's 'Cafe de Paree'

Portland, Ore., April 16. One of Portland's theatrical landmarks, the Columbia, is being remodeled into a new sort of entertainment. The old ball and luncheon room with an orchestra and floor show. Extensive structural changes are in progress, and the opening date will depend upon the speed of this work.

Columbia Gardens is the new name.

Hawaiian Princess' Grief

San Francisco, April 16. More troubles piled up for Alice Kamakila Campbell, Hawaiian Princess operating the Kamakila club, which has caused the current police payoff investigation, when American Society of Authors and Composers cracked down.

ASCAP filed suit in Federal court against the princess, asking \$250 for each time 'You're Gonna Lose Your Girl' has been played on or before Feb. 24.

The club orchestra, directed by Will Gunzenodter, went out last week-end, incidentally, being replaced by an Hawaiian musical group.

Eddie Davis takes command of the Paramount, New York, pit this Friday (20).

A Single Thrill!

SHIRLEY HOWARD

"The Moite Girl"

Herald and NBC supreme because she sings supreme songs. For instance:

"A THOUSAND GOOD NIGHTS"

"DANCING IN THE MOON-LIGHT"

"MOONLIGHT WALTZ"

"I'VE HAD A WONDERFUL"

"HOT CHOCOLATE SOLDIERS"

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ASCAP's 1st Qr. Plum Record \$650,000; Reopening of Many Theatres, Niteries

American Society of Composers, Authors and Publishers last week distributed the largest dividend plun in the history of the organization. For the first quarter of 1934 the society collected over \$800,000, with approximately \$650,000 of this constituting the amount split up among the members. Jump in royalty check figures was about 35% above what they were for the final quarter of 1933.

Represented in the society's garnerings for the initial three months of this year were the payoff by radio stations on the 4% tax on commercial business as well as the sustaining fees, and the hefty boosts in license allocation passed up to hotels, restaurants and night clubs with the advent of repeal. Another factor responsible for the swelling of the society's income during the January to March stretch was the reopening of a large number of theatres throughout the country.

Compared to the dividend checks for the first quarter of 1933, last week's divvy meant an increase of over 100%. For 1933 the society took in \$2,500,000. On the same basis the earnings for the first quarter of 1934 is estimated that the ASCAP income for the current year will easily go over the \$3,500,000 mark.

18 Bandmasters Lead Own Works Before 80 Picked Canadians

Toronto, April 16.

Result of the coincidence of the American Bandmasters' Association convention here with the 100th birthday of Toronto as an incorporated city, 18 bandmaster-composers will conduct renditions of their own numbers as played by 80 selected musicians of Canadian military bands stationed here.

Visiting conductors include Edwin Franko Goldman, of New York; Captain Taylor Branson, of the U. S. Marine Band; Captain William Stannard, of the U. S. Army Band; Lieutenant Henry Peterman, of the United States Naval Academy Band; Philip Egnor, musical director of West Point Academy; J. J. Gagnier, of the Grenadier Guards Band, Montreal; Lieutenant Charles Benter, of the U. S. Navy Band; Arthur Prior, and Nathaniel Shilkret.

Free concerts will be held at Massey Music Hall and the Arena Gardens. Show comes off Friday (20).

ROMBERG IN WASH. ON LUCE-CUTTING BILL

Sigmund Romberg, as prez of the Songwriters Protective Association, appears tomorrow (Wednesday) before the House copyright and patents committee in Washington to speak for his organization on the Luce-Cuttings copyright measure. Latter bill has to do among other things with relieving British writers of the necessity of having to publish their works here before becoming eligible to an American copyright.

British authors contend that this restriction has caused them unnecessary expense and hardships. The English law grants an American the right of copyright without preliminary publication of his work.

Nelson Doubles

Baltimore, April 16. Ozzie Nelson ork, currently at the Hipp, supplied the dancapation Friday (13) for the Loyola College Junior Prom.

Went direct from theatre to ballroom at final stageshow of day. Was booked for \$850 net.

YACHT CLUBBERS BACK

Yacht Club Boys arrive Thursday (19) in New York aboard the S. S. Manhattan from London. They immediately plunge into the making of a couple of shorts for Paramount in the east.

Then they hit westward to open at the Clover Club, Hollywood.

Victor Finds Jimmy Rodgers Successor In His Texan Cousin

Chicago, April 16.

Victor phonograph has located and recorded the yodelling Jesse Rodgers, cousin of the late Jimmy Rodgers, who was the top disc seller in the catalog. The late Rodgers sold over 1,200,000 recordings of his famous "Blue Yodel," which ran from part 1 to part 14 to supply the repeat demand. Each part was similar except for slight variations in arrangements.

Victor last week in San Antonio made 10 sides of the new find. Recording odds hopes that this new Rodgers will make up the hole left in their sales by the death of Jimmy Rodgers.

Both are of the hillbilly category.

WARING DANCE DEAL PITTSBURGH FLOP

Pittsburgh, April 16.

Fred Waring's orchestra booked here for last Friday night at \$4,500 by group of local dance promoters failed to show when Pittsburgh barker withdrew and promoters couldn't forward transportation and percentage of guarantee agreed upon.

Dance had been generously publicized, with Waring even going so far as to send his own advance man to town couple of weeks ahead of engagement. Local crowd, calling themselves Masquers Club, but in reality three or four fellows engaged almost exclusively in dance promotions, had agreed to forward railroad fares and part of the guarantee previous to Waring's departure.

When last Thursday neither was forthcoming, John O'Connor, band leader's manager, wired Pittsburgh newspapers it was all off, explaining in detail. Understood plenty of tickets, at \$4.00 a smack, had already been disposed of.

Court Confirms Nuisance Rap Against Art Farrar

Pittsburgh, April 16.

Cocoanut Grove, owned and operated by Art Farrar, band leader, and his mother, first of town's night spots to have both its beer and booze licenses definitely revoked. Order handed down in open court last week, licenses having previously been temporarily suspended pending a full investigation.

Grove is in a residential district and neighbors claim it was a nuisance, operating until all hours of the night. Police officials also claim they made liquor buys after Saturday midnight, when all alcohol sales are supposed to stop until the following Monday morning at 7 a. m. in this state.

Revive Whiteman Co.

Jack Robbins is reviving the previously dissolved subisd, Paul Whiteman Publications, Inc., and is reinstating it as a sub-company of the Metro-Robbins business. It will specialize in standard stuff specially authored by Whiteman.

Domenico Savino of the Robbins staff, now in Italy on his annual six month sojourn abroad, sails for Broadway around May 1 bringing back with him the stuff he's been working on for the Whiteman unit.

Belasco's French Vacation

Leon Belasco sails April 21 on the Champlain for an 18-day vacation in Paris with his family. A brother, Jacques Dullin, is a well known composer in France.

Belasco orchestra remains at the Moritz and on the Phil Baker radio program in the leader's absence.

Rosita and Ramon back in New York from Hollywood where the team worked in a Spanish picture for Warner.

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week. Plugs are figured on a Saturday-through-Friday week regularly.

Only the chain stations are listed as indicative of the general plug popularity. Data obtained from Radio Log compiled by Accurate Reporting Service.

Title	WEAF	WJZ	WABC
'1,000 Good Ni	23	23	23
'True'	23	23	23
'Without' Certain	20	20	20
'Dancing Moonli	19	19	19
'Wagon Wheel'	18	18	18
'Oughta Be In Pictures'	18	18	18
'House Is Haunted'	17	17	17
'Hate Myself'	16	16	16
'uleaved Broken	16	16	16
'Dreams'	16	16	16
'Ript'	16	16	16
'Else's Shoulder'	15	15	15
'Somebody Cares'	15	15	15
'Waiting For Katy'	14	14	14
'Cocktails For Two'	13	13	13
'Dream of Me Darling'	13	13	13
'How Do I Know Sunday'	13	13	13
'Reminds Me of You'	12	12	12
'Old Water Mill'	12	12	12
'Infatuation'	12	12	12
'Funny To Everyone'	12	12	12
'Pretty Polly Perkins'	12	12	12
'Why Dream Those Dreams'	12	12	12

Songwriters Ask Protection Against Bankrupt Pubs.

Songwriters' Protective Association is demanding that the standard contract between writer and publisher be so revised as to accord the former protection in the event a publisher goes bankrupt. Writers, as represented by the SPA, want a clause inserted into the uniform agreement stipulating that a copyright cannot be disposed free of royalty by a bankrupt estate, and also that the writer's royalties are to be considered as preferred among the claims that may arise from a bankruptcy.

Publishers aver that they see no reason for the insertion of the bankruptcy protection clause. They point out that the case of Sammy Fain vs. Waterson, Berlin & Snyder produced a decision that securely established the writer's royalty right in the event of a publisher's bankruptcy. Court at that time, held that a referee in bankruptcy may not dispose of a bankrupt publisher's copyrights without stipulating in the transfer sale that these copyrights are subject to the agreement on royalties that the publisher had with the writer involved.

Blue Nose Legislative Jamboree Sloughs Milwaukee Nite Spots

Milwaukee, April 16. Un faces Wisconsin night clubs as a result of the newly legalized, 'blue law,' the first on the statutes since hoop-skirt days. Under the legislature's ruling, no hard liquor can be sold anywhere in the state between the hours of 1 a. m. and 8 a. m., meaning the end of the late spots.

While 3.2 beer can be consumed, most of the club owners have registered complaints they can't expect to hit the nut at a dime a stein with bands and floor shows.

Milwaukee county is especially hard hit, with both the sheriff and chief of police making a drastic clean-up of night clubs, cafes and bars to enforce the 1-a. m. liquor curfew and the 12:30 a. m. music ban. Not even a piano may tinkle in any night club after 12:30, except on Saturdays, when the closing hour is set for 1 a. m. The officials, with objection now claiming the law on that in deference to the com-

Beethoven's Symphony Tops All Other Foreign Recordings Sold in Japan

Nite Club Performers Burn Over Bookers' 50-75% Commissions

Cleveland, April 16. As a move against bookers' exorbitant commission, local night club entertainers organized the Cleveland Performers' Association to protect their rights.

George Wallace, dance teacher and a theatrical booker himself, was elected president.

Complaint of the hoofers and crooners is that some of the local bookers take from 50% to 75% as their cut from salaries. Also ask for a minimum of \$3.50 for tap-dancers per night, and \$4.50 for warblers.

Cleveland has about 250 niteries, entertainers, and association already has recruited about 100.

SPA TO STAGE BENEFIT FOR AUTHORS LEAGUE

Songwriters Protective Association will stage a benefit show for American authors and dramatists at the Casino de Paree the night of May 22. All funds taken in on that occasion will be turned over to the relief coffers of the Authors League of America. Handling the event's details are Lillian K. Braun, for the SPA, and Luise Ilcox, of the Authors League.

Among the SPA members slated to take part are Irving Berlin, George M. Cohan, George Gershwin, Jerome Kern, Sigmund Romberg, Deems Taylor, Cole Porter, Ray Henderson, Harold Arlen, Billy Hill, Rudy Vallee, Mabel Wayne, Fred E. Ahlert, Hoagy Carmichael, Isham Jones and Al Goodhart. Gene Buck will m.c.

Loblov's Tuscany Band Set for 'Merry Widow'

Hollywood, April 16. Metro is bringing Bela Loblov's gypsy band from the Tuscany hotel, New York, for 'Merry Widow.'

Also coming here for the picture is Sam Fiedler, soloist with the NBC orchestra at Chicago. Studio will also use Chico de Verdi's local gypsy combination.

Sosnik's Edgewater Date

Chicago, April 16. Harry Sosnik band has been booked for a solid summer season at the swank Edgewater Beach hotel.

Swift & Co. still looking around for a radio idea to utilize the Sosnik ork.

Tokyo, March 23.

A bright young chap named Ludwig von Beethoven, said to have a reputation in Europe and elsewhere, slipped one over on Tin Pan Alley last year and topped top place among the best-selling foreign recordings released in Japan. His No. 5 symphony in C minor (four 12-inch discs in album) recorded by Felix Weingartner and the London Philharmonic Orchestra, was Columbia's most popular importation. Same composition, engraved by the Berlin Staatsoper orchestra under Richard Strauss, took third place for Polygram, which gave first place to the No. 9 symphony in D minor. Same orchestra, with Oskar Fried.

Foreign pop songs got little mention in Japan last year, and among them the leaders were mostly on records with European (tango and instrumentation). Columbia's best six importations were, Beethoven No. 5 symphony; 'España Can!' and 'Nina Rosa,' recorded by Fredo Gardoni, Manuel Puig and Ensemble; 'Un Sol de Rafie' and 'La Violeta,' recorded by Orchestra de Espana Alcazar; 'Torna Danubio' and 'Fiesta,' recorded by Fredo Gardoni; 'Torna a Surriento' and 'Chanson Italienne,' recorded by Orchestra Napolitain, and 'The Forge in the Forest' and 'The Turkish Patrol,' recorded by the Casino Orchestra.

Victor's best importations were 'The Oni-Oni-Oni' and 'Bon Coeur de Paris,' recorded by Seller's orchestra; 'Long About Sundown' 'Good Light, My Lady Love,' recorded by Dop Bestor's Orchestra; 'Jeannine' and 'Monterey,' recorded by Boston Manara; 'Bach's Grave' and 'La Danse,' recorded by Roscor; Concerto in G major for two violins and cello, recorded by Rosegen-Champion, and 'Blue Danube Waltz' and 'That Goes on for Days and Days,' recorded by Nobel's Mayfair Orchestra.

Polygram's best importations were, Beethoven No. 9 symphony; Ravel's 'Bolero,' recorded by Concerts Lamoureux Orchestra, under Maurice Ravel; Beethoven No. 5 symphony; Liszt's Hungarian Rhapsody No. 6, piano solo by Alexander Brailowsky, and 'I faut encores' and 'Avec une petite femme,' two tunes from the French talker, 'Il est Charmant.'

Jap Themes Continue In recordings made here there was a continuance of the swing toward Japanese themes worked into foreign musical patterns, with foreign-style orchestrations and instrumentation. At the same time there was a swing away from voices trained in foreign style and the geisha came into their own.

These young ladies sing in falsetto. An 'expert' geisha songstress, to a foreign ear, sounds like a brass band in a small room. Most popular of all was a 'victor's star,' Katsuraya, who was represented on five of the company's six best-sellers. Columbia had two, Fumikichi and Koume, who were on two each of the six best. Shimikida and Kyozo, Polydor stars, were represented on three of that company's best four.

Japanese translations of theme songs from the Ufa pictures, 'Der Kongress Tanz' and 'Bomben auf Monte Carlo,' were the only foreign tunes which got into the best-selling class last year when translated into Japanese.

Japanese recordings enjoy comparatively little sale in this country when compared to Japanese-language records. It is a rare importation which will sell more than 3,000. Even the poorest recording by an established Japanese singer, however, will do that much and records have been claimed to sell more than 400,000.

Calloway in Paris

Paris, April 16. Cab Calloway will visit the theatre, plotted by Joe Hoffman, American p.a. for Irving Mills, manager for the Calloways, plays two concerts here at the Salle Pleyel concert hall the 23d and 24th and then embarks April 25 for America.

Calloway has been in England, coming here, via a week at Avram Van Damme, Carlton cafe, Amsterdam, followed by a week of concert one-nights throughout the Netherlands.



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conducted by LUCKY MILLINDER featuring EDGAR HAYES at the piano, a sensation from New York to Kansas City—just completed a solid route of thirty weeks with Cotton Club Show!

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AND HIS ORCHESTRA...an outstanding name in the realm of jazz—with a splendid band that is bigger and better than ever before! A ballroom "natural"!

• **JIMMIE LUNCEFORD**
AND HIS ORCHESTRA...an overnight rage as a result of their syncopations nightly at the celebrated Cotton Club in Harlem and on the N.B.C. network.

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